

LIFE



DIANE SINCLAIR:
SHE DANCES OUT MOVIES ON TV

20 CENTS

JANUARY 25, 1954

G-E Sunlamp tans like the sun, costs only \$8⁹⁵

LOOK BETTER—MORE ATTRACTIVE
ALL WINTER LONG

There's nothing like a tan to do wonders for your looks. A General Electric Sunlamp makes it easy to get one—right in your own home, and at low cost.

You get exactly the same kind of tan you get on the beach in the summer. You even get the same vitamin D the sun gives you. And think of the admiring looks you'll get. *Everyone notices a tan!*

Just put your G-E Sunlamp into any standard AC light socket, read the simple instruction booklet in the package, set the lamp the proper distance away from you and relax for the time specified.

A glowing tan can give your spirits a wonderful lift—especially during the cold, gray days of winter. Get your G-E Sunlamp and start your tan *today*.

LOOK FOR THE BEAUTIFUL G-E
SUNLAMP GIRL ON THE PACKAGE
—AT YOUR FAVORITE STORE



Accepted by Council of Physical Medicine and
Rehabilitation of the American Medical Association

You can put your confidence in—

GENERAL  ELECTRIC

Does your child have needless cavities?



Product of Bristol-Myers

GUARANTEED NOT TO STAIN

SWITCH TO ANTI-ENZYME IPANA A/C WITH PROLONGED ANTI-CAVITY ACTION!

Inhibits tooth-decay enzymes not just for 1/2 hour—but for hour after hour

STOPS BAD BREATH ALL DAY WITH CHLOROPHYLL

For months now, all IPANA A/C Tooth Paste on sale has been *new* IPANA A/C... with *prolonged* anti-cavity action.

Every tube of IPANA A/C contains one of the most effective anti-enzyme ingredients known to science. Every brushing gives your children's teeth and yours *prolonged* protection against tooth-decay enzymes. Not just for 1/2

hour or less, *but for hour after hour*. That means fewer cavities will develop!

So change to *anti-enzyme* IPANA A/C. No other leading tooth paste has its patented, ammoniated anti-cavity formula—*clinically proved* to cut down painful tooth decay. Stops bad breath all day with Chlorophyll, too, yet is guaranteed not to leave green stains.

NOTE THIS VITAL DIFFERENCE IN TOOTH PASTES



NOT CLINICALLY PROVED. Unless a dentifrice formula has *actually cut down cavities* in a controlled clinical test, it cannot offer you positive proof of protection against tooth decay.



CLINICALLY PROVED. Anti-enzyme IPANA A/C is the only leading tooth paste using the formula *positively proved to cut down cavities*—in a 2-year clinical test of 784 school children.

ALL IPANA A/C ON SALE EVERYWHERE IS ANTI-ENZYME IPANA A/C

Why do these stains 1 out of every



Three friends ask Jonathan Blake if they can make the cigarette comparison test they see him make each week on TV's "The Web." Blake agrees and lights up a KENT . . . while his friends light up three other well-known filter-tip cigarettes. Then each cigarette is put into the specially made test glasses.



Four puffs of smoke are drawn into each glass by each smoker. Then the glasses are allowed to sit on the plain white paper for a few minutes until the nicotine and tar particles in the smoke settle. At a given signal, each smoker lifts his glass. Look at the amazing results in the big picture on the right . . .

The difference between stains is the difference between filters!



AS YOU can see, the irritants that come right through the filters of the other cigarettes have left dark, ugly stains.

But from the new KENT . . . scarcely a trace!

Here's indisputable proof that KENT's exclusive Micronite Filter gives 21 million sensitive smokers—about 1 out of every 3 smokers—greater protection against nicotine and tars than any other filter cigarette on the market today. It is the greatest health protection in cigarette history.

The reason for the difference...

Take apart the filter of any other filter-tip cigarette. You will find that it is made of dabs of cotton, cellulose or crepe paper.

But KENT's Micronite Filter is made of a ma-

terial that has been used to purify the air in atomic energy plants of microscopic impurities. It is so effective that KENT removes nicotine and tar particles as small as $2/10$ of a micron . . . so tiny that several thousand of them could be hidden under the dot over this "i."

Taste the difference today!

With your first KENT, you'll discover the wonderful difference there is to smoking when you're not bothered by nicotine and tars. And if you're a sensitive smoker, why not try a carton of KENTs, and see if you don't feel the difference.

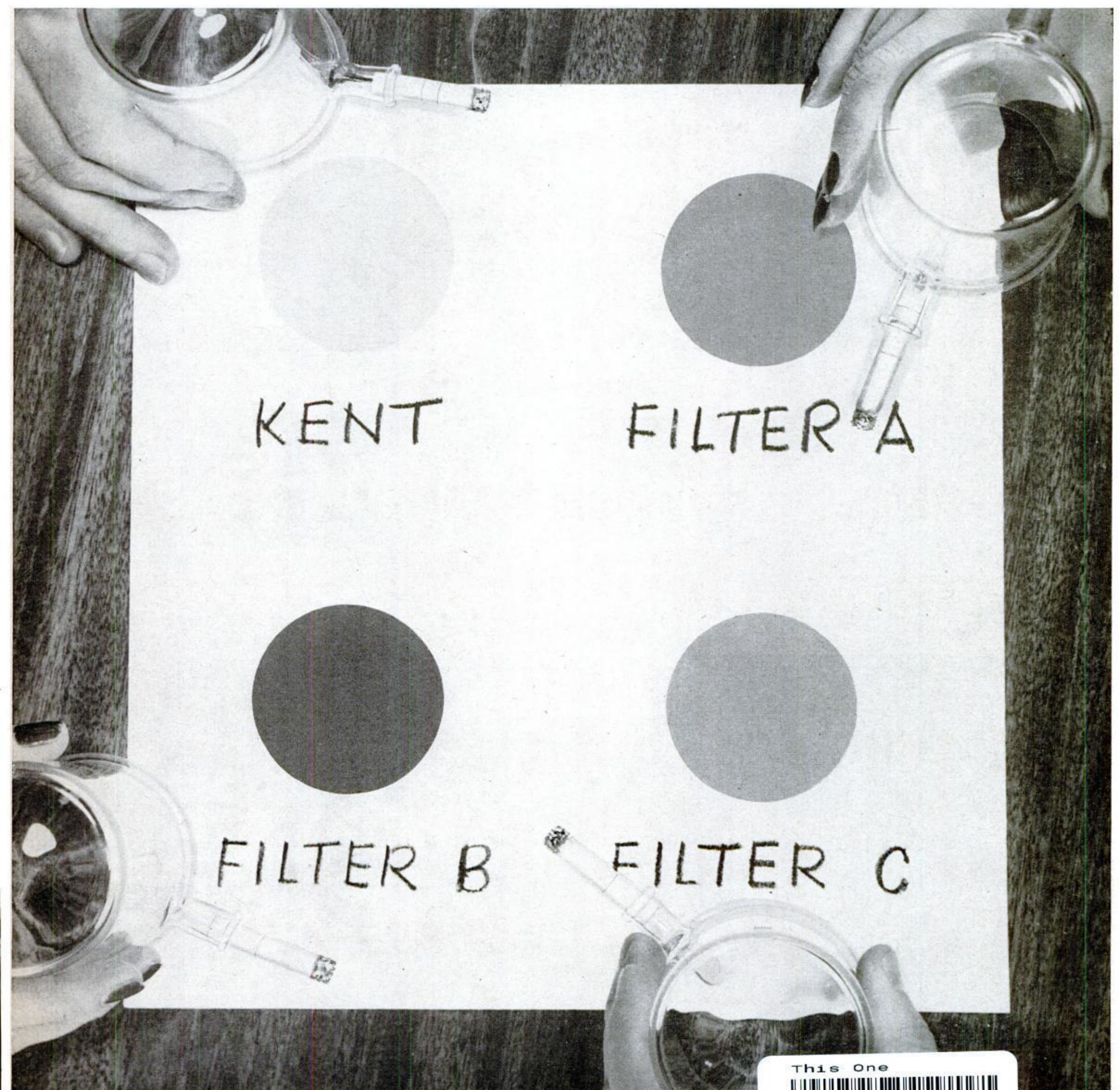
For . . . as the stains have shown you . . . you'll be smoking the one cigarette with a filter that really works . . . the one cigarette made especially for you. Why not buy a carton of KENTs today?

Kent

with exclusive MICRONITE filter

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company.

mean so much to **3** smokers?



This One



RAK5-G7T-46EW

A CASE FOR SACONY



FIRST STOP in New York is famous John Frederics where Mr. Frederics helps Gloria select wardrobe of hats. Her handsome town suit is from series Sacony calls "777." These suits are fully lined, sell for \$39.95.

BUSY GLORIA CASE FINDS TWO SACONY SUITS ADD UP TO A YEAR-ROUND WARDROBE



CRUISING OFF BERMUDA, Gloria dresses for morning of sight-seeing and shopping. Her Sacony suit in wrinkle-resistant Palm Beach cloth will be a Spring and Summer stand-by. This costs \$25.

Twenty-three-year-old Gloria Case says about the only time she ever sits down is when she is playing the piano or riding a horse. Gloria, who was born in Argentina, is married to a Boston physician but makes frequent journeys to New York to visit her parents. A graduate of Sarah Lawrence, she speaks four languages, writes quantities of light poetry, skis, swims, golfs, rides, sings and plays the piano. In her spare moments she goes to museums and art galleries, mothers two Siamese cats, a parakeet and a choice collection of fish.

Like many chic and active young women, Gloria buys a minimum of clothes and wears them a maximum of ways. Currently her wardrobe revolves around two basic suits, both by Sacony.

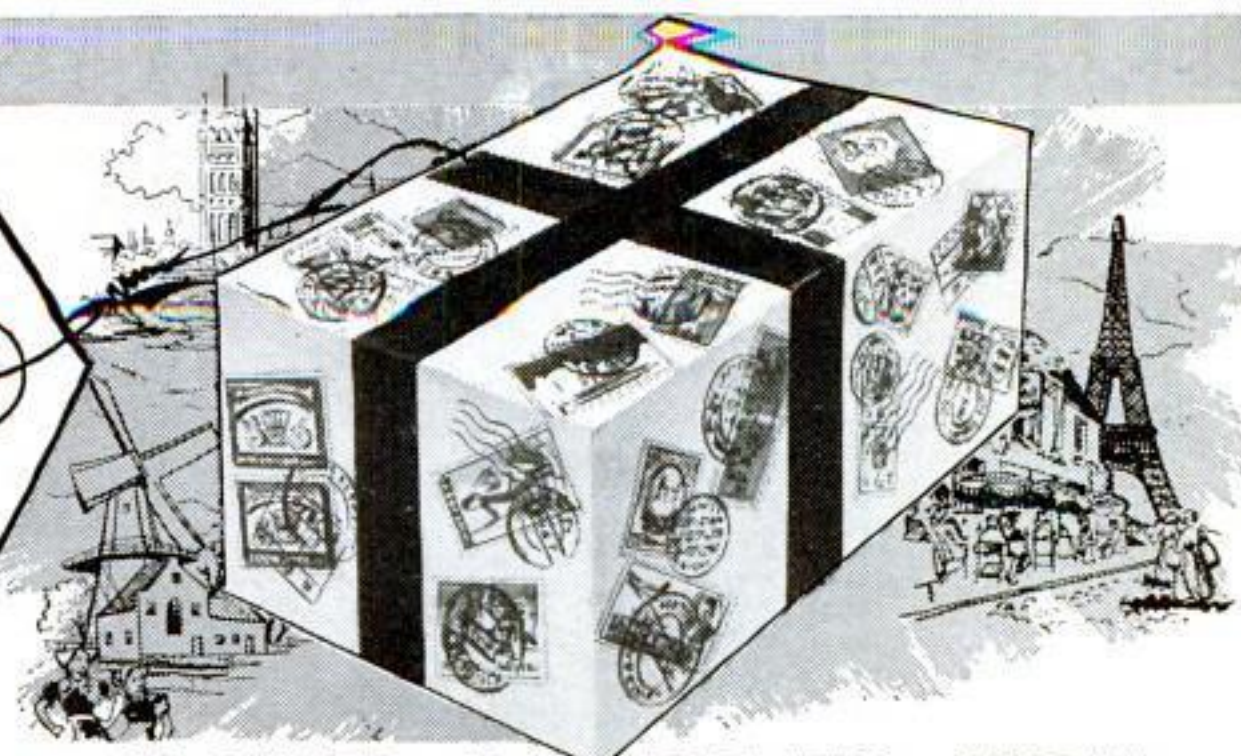
One of these is the Sacony suit in bantam-weight, wrinkle-resistant Palm Beach* cloth, now a fashion institution. The other is Sacony's newly developed "777,"* a lined suit in a worsted-textured suiting that is a triumphant merger of new-world fibres plus a liberal helping of wool. "777" has spectacular good looks and a disposition to match, can be worn day after day with just an overnight rest on a hanger. Both suits come in so many size ranges that most women can avoid alterations. For store names write Sacony, Dept. S, College Point, N. Y.

*PALM BEACH TRADE MARK REG., "777" TRADE MARK REG., PENDING, BY GODDALL-SANFORD, INC., MFR. OF CLOTH.

ADVERTISEMENT: copyrighted by Sacony

FREE

TO NEW MEMBERS OF THE
AROUND-THE-WORLD SHOPPERS CLUB



THIS SURPRISE GIFT MAILED DIRECT TO YOU FROM A FOREIGN LAND

To demonstrate the beautiful gifts you will receive from all over the world for about \$2 each, postpaid, duty free!



To introduce you to the thrills and enjoyment of shopping abroad from your easy chair we will gladly send you a beautiful SURPRISE GIFT FREE when you join the Around-the-World Shoppers Club (and if you join now you can win two paid-in-full tickets for a real three-week flying trip around the world, plus up to \$1,000 of spending money—or a beautiful new 1954 Studebaker Ranch Wagon, or any one of 475 other wonderful prizes! See details below!) Your SURPRISE GIFT, if obtainable in the United States, would undoubtedly be priced as high as \$5.00 retail. It is typical of the values and quality of the gifts members receive every month for about \$2.00 each, postpaid, duty free.

The Thrill of the Treasure Hunter!

Imagine yourself shopping in the tiny villages and the big cities of Europe, Asia, Africa, South America, the Near East and the Far East! Imagine yourself examining the hundreds of unusual articles pecu-



lar to each land, many of them hand-made—then selecting for yourself the very choicest in interest, usefulness, beauty and value! That's the thrill of Around-the-World Shoppers Club membership — shopping for the world's most fabulous gifts without leaving your home!

Conversation Pieces From Abroad!

Our representatives abroad are constantly searching for the best items and the biggest bargains available. They not only attend the great international fairs and exhibitions, but they travel the highways and byways of foreign lands to discover the unique, the unusual, the beautiful articles destined to become conversation pieces in America. With each package will come the fascinating story of the origin and significance of the article you receive—adding even more glamor to each shipment.

How, you may wonder, can members receive such valuable gifts for so little cost? Foreign nations are in urgent need of American dollars to support native industry. They

are glad to offer tremendous merchandise values in exchange. Thus you get more for your money—and at the same time you are doing your bit to improve world conditions by lending a helping hand to our world neighbors.

Join Today By Mailing the Coupon

It costs nothing to join the club and there are no dues or fees. You pay only for the regular selections. You may join on the three months plan for \$7.00, the six months plan for \$12.00, or the twelve months plan for \$22.00. If you become displeased in any way you may resign membership and your unused payment will be refunded. Furthermore, if you are not delighted with the first selection you receive, keep it, as well as your SURPRISE GIFT and receive a full refund.

Join the Around-the-World Shoppers Club now and an Official Contest Entry Blank will be sent to you immediately. Read the contest details below, then mail the coupon at once!



AROUND-THE-WORLD SHOPPERS CLUB OFFERS YOU AN OPPORTUNITY TO WIN

WIN

A TRIP AROUND THE WORLD by PAN AMERICAN Clipper

FOR 2 PEOPLE
ON THE WORLD'S
MOST EXPERIENCED AIRLINE



(1st Prize)

OR A 1954 STUDEBAKER RANCH WAGON (2nd Prize)

Or Any One of These 475 Magnificent Prizes



STUDEBAKER CHAMPION
DELUXE CONESTOGA
STATION WAGON

The ultimate in luxurious beauty and utility. An entirely new concept in sleek design and color! Rides smooth as a cloud! Seats 6. Striking interior in 2-color durable vinyl. Rear seat folds away to give huge 64 cu. ft. of cargo space!



25 POLAROID LAND
CAMERAS!

Develops its own pictures in one minute. Snap it! 60 seconds later you lift an incredibly fine snapshot out of the back of the camera!



75 RCA VICTOR
"STRATO-WORLD" RADIOS!

The sensational new 7-band portable radio. Lets you "tour the world" — London, Paris, Tokyo, Buenos Aires—at the twist of a dial!



25 VULCAIN "CRICKET"
ALARM WATCHES!

Unsurpassed for accuracy! Worn and recommended by prominent men everywhere. Equally fine VULCAIN lady's watch will be substituted if desired.

plus

350 MEMBERSHIPS IN THE AROUND-THE-WORLD SHOPPERS CLUB. Winners will receive a 3, 6, or 12 month membership, equal to their subscription.

It's easy! It's fun! Simply finish the statement "I would like to take a trip around the world because . . ." in 25 words or less! Yes—just a few straight-from-the-heart words on why you like to travel may win for you any of 477 breathtaking prizes—topped by a three-week around-the-world trip for you and a companion of your choice! With a Pan Am. Clipper as your magic carpet you'll be wafted from one exciting country to another—all around the world! You'll be guided to all the famous sights, you'll sleep at the best hotels, eat at the finest restaurants and cafés—with all expenses paid! You'll shop in the world's most fabulous marketplaces, with "spending money"—\$100.00 if you hold a 3-month subscription, \$500.00 if a 6-month subscription, and \$1,000.00 if you are a 12-month subscriber—as part of your reward! And you pick your own travel date, up to one year from the time prizes are awarded. Join the Around-the-World Shoppers Club now and become eligible to compete in this thrilling contest! An Official Contest Entry Blank will be sent to you as soon as your subscription is received. Note: This offer is extended to all residents of the United States and Canada. All current members of the Club are eligible and will be sent official entry blanks.

→ Contest Ends May 31, 1954 ←

Around-the-World Shoppers Club

Dept. 331, 71 Concord St., Newark 5, N. J.

**MAIL
COUPON**
For Your
FREE
Surprise Gift
and Your Official
Contest Entry Blank

Around-the-World Shoppers Club,
Dept. 331
71 Concord St., Newark 5, N. J.

Please enroll me as a member, and send me my SURPRISE GIFT from abroad FREE for joining. Also send me my OFFICIAL CONTEST ENTRY BLANK on which I can submit my entry for your Around-the-World Prize Contest. Start regular monthly shipments of the Club's selection of foreign merchandise direct to me from countries of origin and continue through the following term of membership:

- ☐ 3 Months....\$ 7.00
☐ 6 Months....\$12.00 (Save \$2.00)
☐ 12 Months....\$22.00 (Save \$6.00)

I enclose remittance

for \$.....

Name

Address

City & Zone.....State.....

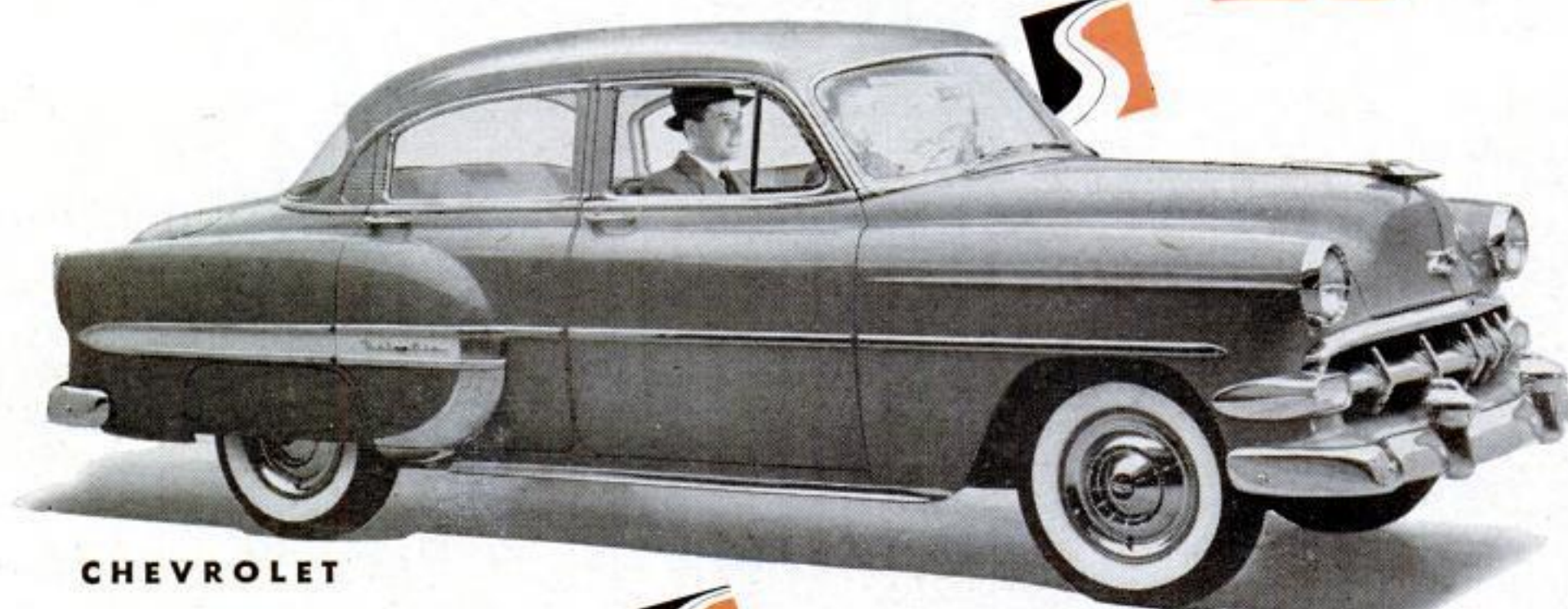
(NOTE: All shipments come postpaid and duty-free. However, the U. S. Post Office charges a service fee of 15c for delivering foreign packages, which is collected by your postman and cannot be prepaid.)

IN CANADA, three months, \$7.95; six months, \$14.00; twelve months, \$26.00. Delivered to your home without payment of additional duty or postage. Address: 432 W. Ontario St., Montreal 2, Que.

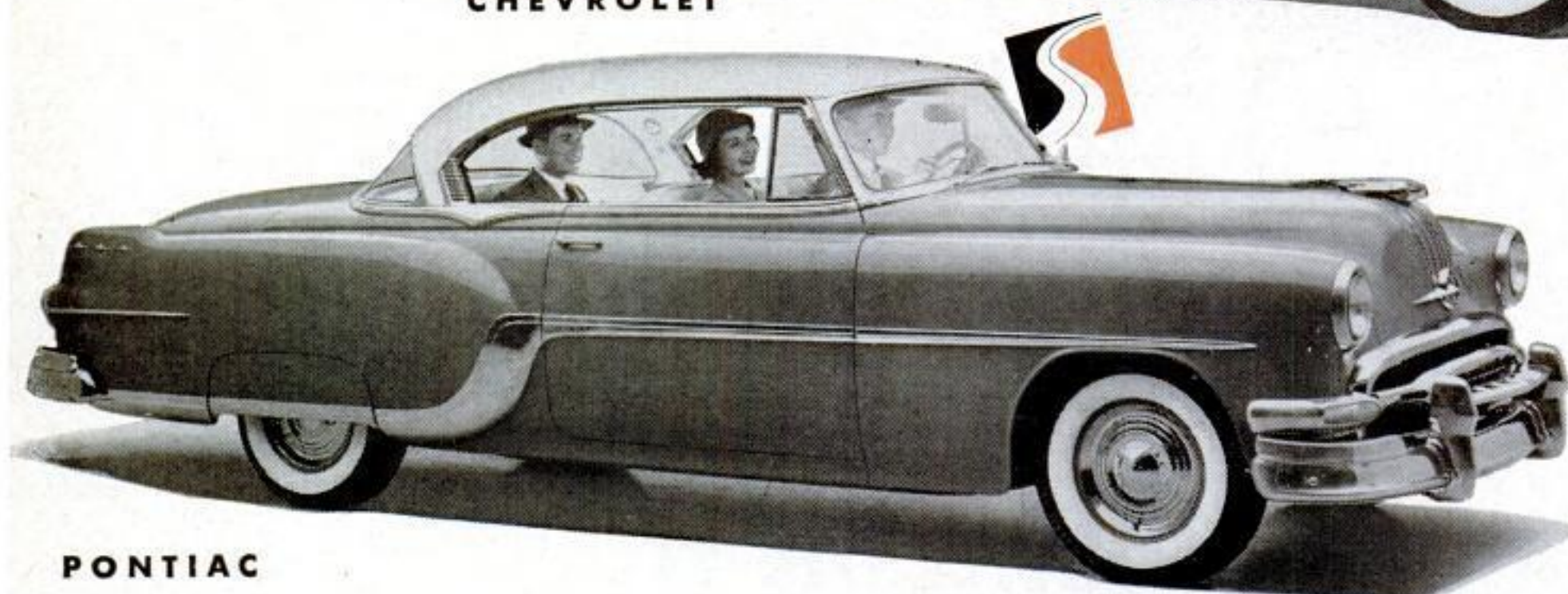
☐ Check here if this is a request for a renewal or reinstatement of your membership so we can avoid duplicating countries.

Safety POWER

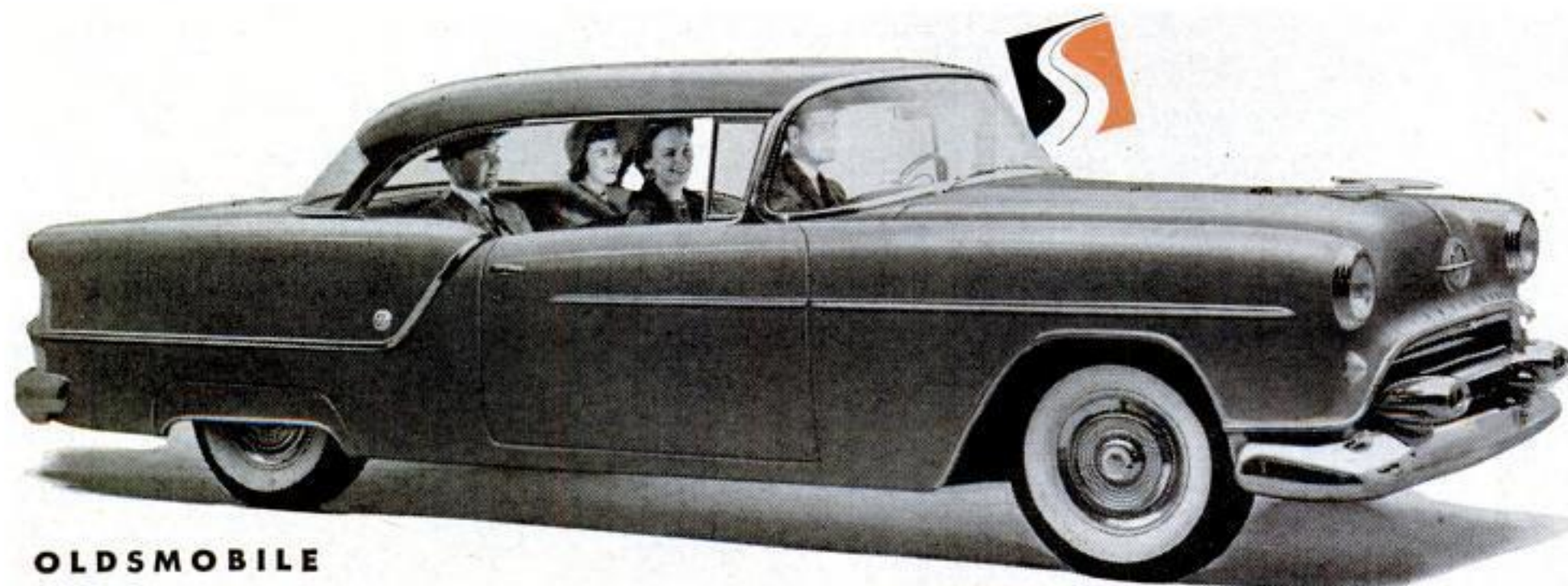
BY Saginaw



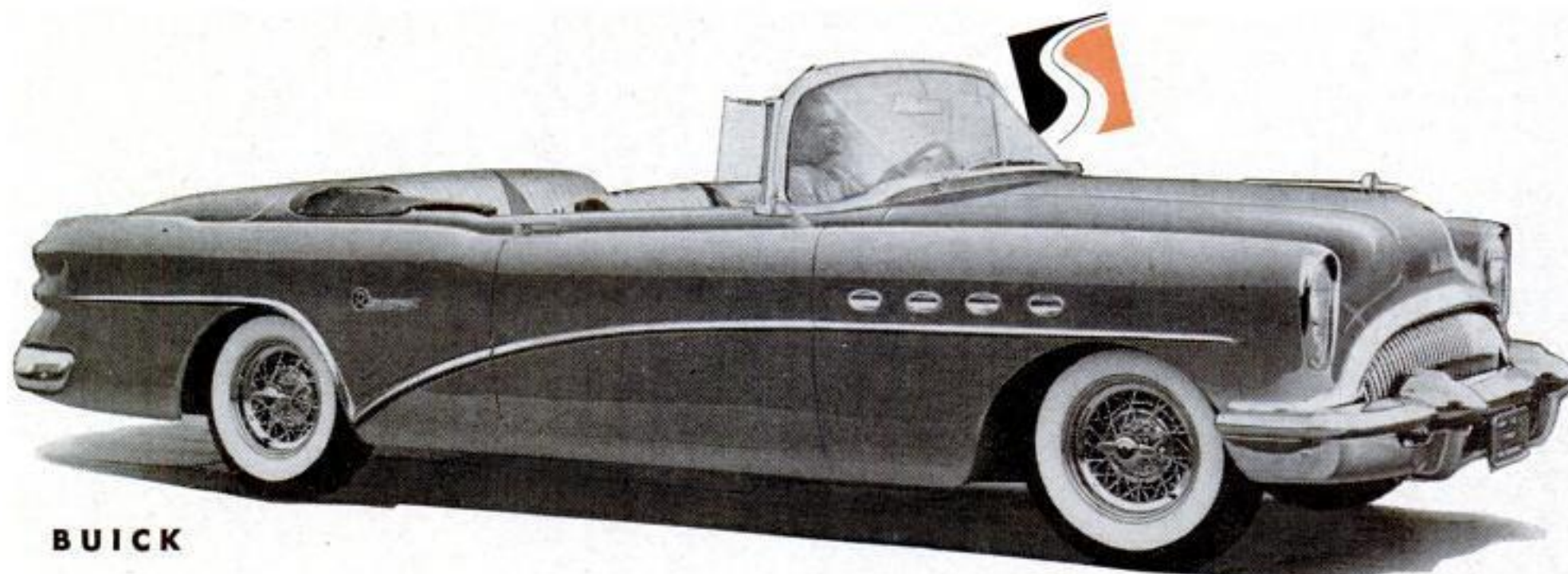
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PONTIAC



OLDSMOBILE



BUICK



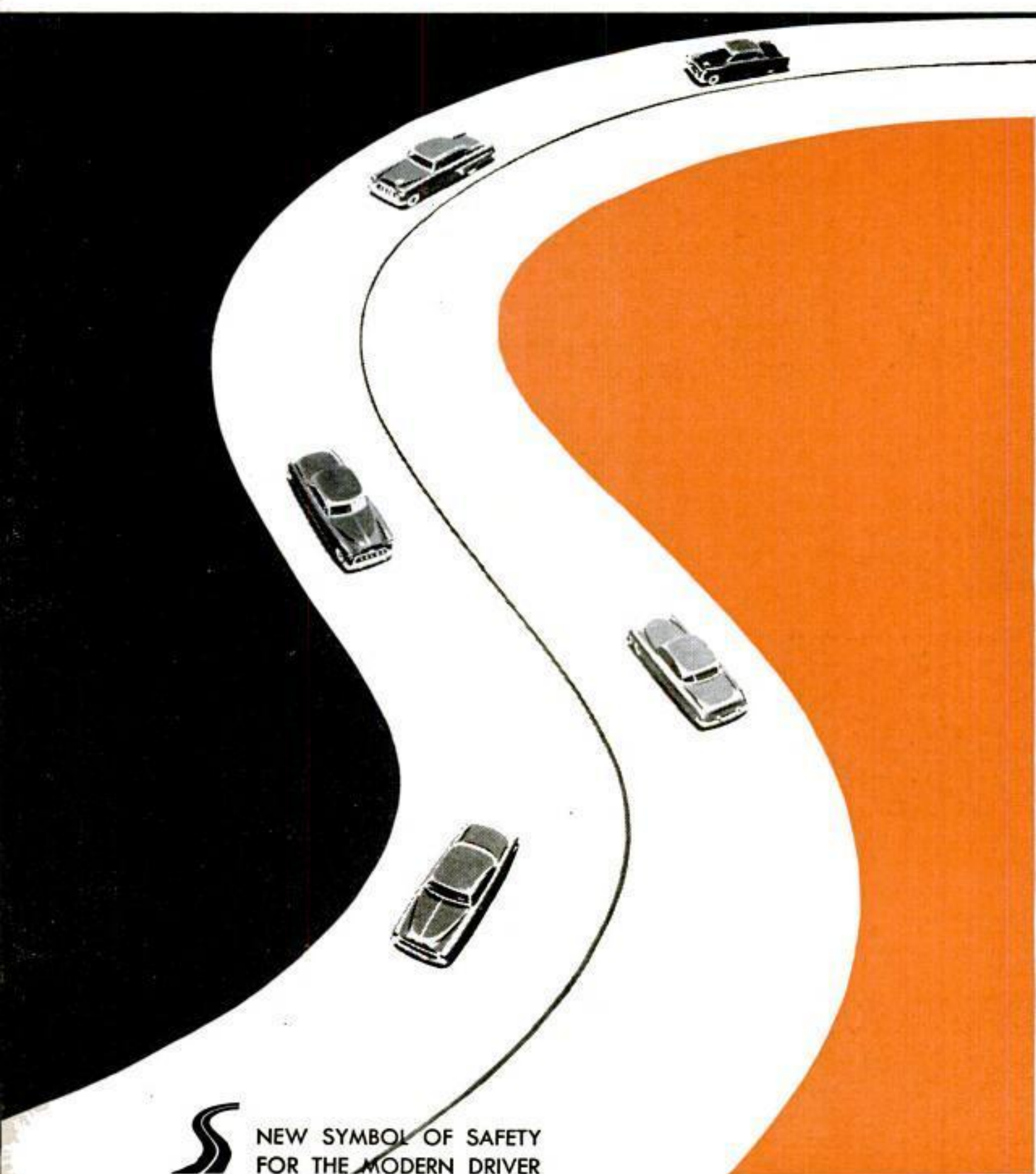
CADILLAC

**FEATURED BY ALL
THESE NEW
GENERAL MOTORS
CARS FOR 1954**

SAGINAW STEERING GEAR DIVISION . . . GENERAL

STEERING

NOW AT A NEW LOW PRICE!



Greater value is the keynote in each of these pace-setting General Motors cars. So naturally they bring you the fastest-growing new feature in years: time-tested *Safety Power Steering by Saginaw!*

Be sure to ask for a Safety Power Steering demonstration when you visit your Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac dealer. The salesman will show you why you *want* it for added ease in maneuvering . . . why you *need* it for added safety in emergencies . . . and *your demonstration drive will prove it!*

If you want *the most* driving ease and security for your family—*the most* trade-in value later on—the smartest buy you can make today is a new General Motors car with *Safety Power Steering by Saginaw!*



stands for Safety with Saginaw

MOTORS CORPORATION . . . SAGINAW, MICHIGAN



The green sticker tells you

The neckband
can't sag!

Munsingwear **T**-shirt with
nylon-reinforced neckband
that holds its shape forever

Look for the T-shirt with the green "T" sticker!
Munsingwear's Nylon-reinforced neckband can't sag ever!
Knit of premium combed cotton... light-in-weight,
strong-in-body with the guaranteed non-sag neckband!

\$1.50

For comfort and fit it must be knit by

Munsingwear®



\$1

Stretchy-seat Brief. Exclusive seat panel stretches up and
down as you bend! Patented comfort-pouch can't chafe!

Munsingwear for men's and boys' underwear, sleepwear and sports shirts. Write Munsingwear, Inc.,
Minneapolis, Minn., for the stores nearest you. Manufactured and sold in Canada by Stanfield's Ltd.

LETTERS TO THE EDITORS

U.S. GROWTH

Sirs:

If copies of the special issue on "U.S. Growth" (LIFE, Jan. 4) could be made available to every family in the world they would explain to humanity better than anything else what free people living in a free atmosphere can accomplish with the same natural resources that are available all over the world.

H. W. ROLLMAN

Waynesville, N.C.

Sirs:

My chest swells with pride to know that I am a little part of the great America that can outproduce, out-earn, outspend, outbuild, outinvent and outenjoy the rest of the world.

JAMES W. GAIL

Denver, Colo.

Sirs:

Of all the self-righteous and God-Almighty issues I have read, "U.S. Growth" must surely take pride of place. Your constant preoccupation with things material revolts even your near neighbors and positively nauseates the average European. . . .

B. M. CARTER

Windsor, Ont., Canada

Sirs:

May all those whose faith in our future is faltering read your enlightened issue. I think it is your finest and I've read every issue since LIFE was born.

H. K. DUGDALE

Wilmington, Del.

UNSHACKLING TRADE

Sirs:

Congratulations on your farseeing "New Daring Plan to Unshackle Trade and Enrich the Free World" (LIFE, Jan. 4). Our great wealth can be used effectively only as it helps not only our economic growth but also that of our neighbors around the world.

LIEUT. LEROY WEHRLE

Fort Bliss, Texas

Sirs:

I fear your motive is to sell a "free trade" policy which can benefit neither America nor her allies. Unilateral tariff cutting serves the interest of big exporters and international businessmen at great expense to domestic companies and the net U.S. economy upon which depends world freedom. LIFE argues against supporting the

free world through continued "aid" but, paradoxically, is in favor of undertaking just that through a kind of one-way "trade" which amounts to importing foreign surpluses to displace our own adequate production.

W. E. TURNER

Austin, Texas

● Trade, by its very definition, implies fair exchange. LIFE proposed tariff reduction as part of a bargain under which other countries would abolish their artificial restrictions on trade, such as quotas, control of foreign exchange, and thus increase U.S. exports.—ED.

BIGGEST BUILDING YEAR

Sirs:

Although I was proud to see part of our "Gateway Center" in "Biggest Building Year" (LIFE, Jan. 4), the hazy atmosphere caught by the camera reminds me of our smoky past. We just don't look like that any more.

LEWIS T. WAGMAN

Pittsburgh, Pa.



● As LIFE noted, the haze was mist, not smoke. Above is an un-misted view of the "Triangle."—ED.

BOOM TIME FAMILIES

Sirs:

In choosing your five families for "The Boom Time Family Picture" (LIFE, Jan. 4) you have completely ignored those earning less than \$5,000 a year (excluding farmers). Perhaps, had you included this large segment of the population, the picture of prosperity which you painted would have a less rosy hue. . . .

MARIE C. REDMOND

Brooklyn, N.Y.

Sirs:

Age-31½
Family: Wife and two small sons
Veteran: 38 months' service
Employed: Over six years steady
Preparation: Five years college—
B.A. and M.A. degrees
1953 Salary: \$3,600
Profession: Teacher
Outlook: Bah

MILTON M. ZUROFF

Tempe, Ariz.

● Not all Americans prospered during 1953. But, as LIFE pointed out, Americans together increased their per capita income by 8% over the preceding year.—ED.

Sirs:

Please tell Mr. Rector that instead of buying another new car he should raise the salary of his full-time maid (\$1,040 a year). He is making more money than ever before—but is she?

ADELMA DALE

Orange, Calif.

● The Rectors' maid has a better deal than most domestics in Little

Please send **LIFE**


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address _____
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ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
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(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3404

CONTINUED ON PAGE 11



PACK MORE PUNCH in your winter driving with Texaco Sky Chief. It's the only premium gasoline 100% *Climate-Controlled* in all 48 states — specially blended to deliver top performance in *your* area and in *each one* of the 25 weather areas of the U.S.A., as established by Texaco engineers. For quick starts, fast warmups, smooth getaways, power a-plenty on the highways and up the hills — it's the gasoline *for those who want the best!* So fill 'er up with Sky Chief at your Texaco Dealer, *the best friend your car has ever had!*

THE TEXAS COMPANY
TEXACO DEALERS in all 48 states

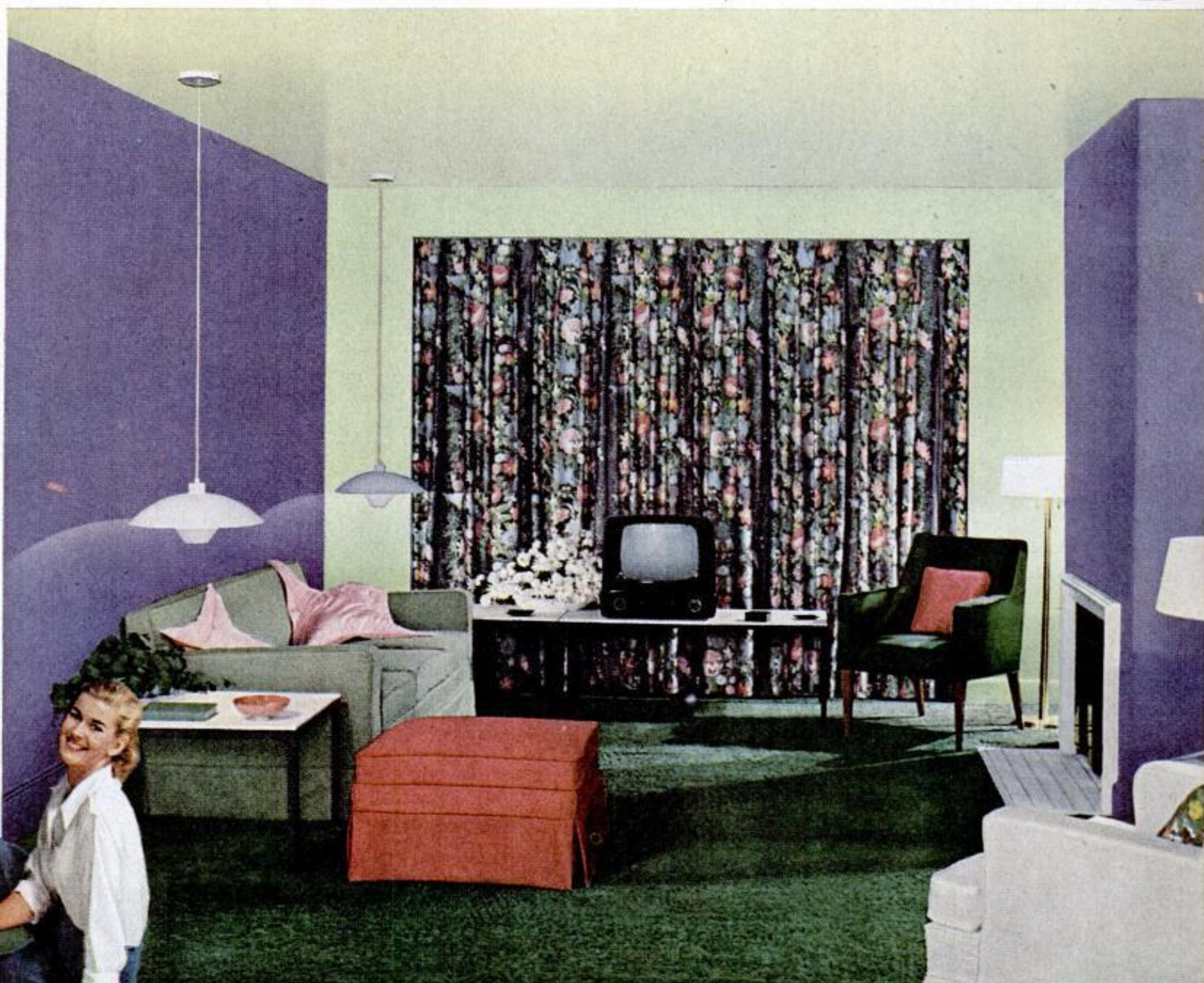
Texaco Products are also distributed in Canada and Latin America

TUNE IN . . . Metropolitan Opera broadcasts every Saturday afternoon. See newspaper for time and station.



Be an Early Bird

WITH YOUR SPRING PAINTING!



Colors: Ageratum (158) and Seamist (94)—SPRED SATIN on walls and ceiling, SPRED GLOSS on woodwork.

It's so easy to decorate now with
Stay-Fresh Colors in **SPRED SATIN**



SPRED Color Twins

—two ideal finishes for pre-Spring painting! Each creates a tight 100% latex film that resists dirt—in popular colors that stay bright and clean much longer.

SPRED SATIN—a soft satin sheen for walls, ceilings and for woodwork, too. A luxury finish that is washable, scrubbable, durable. Ready to use—stir and apply.

SPRED GLOSS—the easy-to-apply enamel for kitchens, bathrooms, all woodwork, wherever you prefer a rich luster finish. Not a glaring shine, but a subdued gloss. Available in matching colors to SPRED SATIN.

MORE BEAUTIFUL COLORS to choose from than you can imagine! See the giant color card at your SPRED dealer's—over 180 gorgeous pastel and deep colors—all guaranteed washable!

PAINT WITH WINDOWS CLOSED! No painty odor—no fumes! You can flow on SPRED SATIN with brush or roller. Start or stop anywhere. Dries in 20 minutes without laps or brush marks.

FASTEST CLEAN UP! Just rinse out brush or roller under the water tap. And you can wipe up floor spatters quickly with a damp cloth.



Glidden
Pacemaker in Paints

LETTERS TO THE EDITORS CONTINUED

Rock. She and her husband, who also has a job, own a mortgage-free home and a 1951 Chevrolet.—ED.

LUCKIEST GENERATION

Sirs:
We think readers of "The Luckiest Generation" (LIFE, Jan. 4) would be interested in comparing teen-agers of today and a decade ago.

Income has increased 346% for the teen-age boy and 310% for the teen-age girl. In 1944, 17% of the eligible schoolboys held afternoon jobs; today, 31%. In 10 years boys and girls both cut a year off the average age which they considered "old enough to date." By 1953 this had dropped to 14 for boys and to 13.4 for girls. The average age for a girl marrying in the 1940s was 22. By the 50s it was 20.

EUGENE GILBERT

Gilbert Youth Research
New York, N.Y.

NATIONAL DEBT CEILING

Sirs:
Mr. Bookman states, "Congress will be asked to raise the debt ceiling from \$375 billion to \$390 billion" ("Small Decline on Horizon," LIFE, Jan. 4). His figures are \$100 billion too high. The limit now is \$275 billion, the proposed limit \$290 billion.

FRANCIS S. WILSON

Wellesley Hills, Mass.

Sirs:
If the article had not erred by a whopping, even \$100 billion, I believe the mistake certainly would have been caught before publication. Basis for my conclusion was the failure of a bank president, oil company executive and an editor, all sharp, alert and informed, to see the inaccuracy when shown the sentence.

AL ARONSON

Louisville, Ky.

● Taking no pleasure at being in such good company, LIFE is still ashamed of its \$100 billion typographical error.—ED.

MORE POWER

Sirs:
In "Twice as Much Power" (LIFE, Jan. 4), you state the Grand Coulee Dam power output is 1.9 kilowatts. I think this correctly is 1.9 million kilowatts.

GENE SCROGGINS

Chillico, Okla.

● It is.—ED.

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Please address all subscription correspondence to: J. E. King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require four weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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NEW WEAPONS

Sirs:

At least two other planes have flown much faster than the Navy Skyray, which you say in "Billions for Defense Build Wondrous Weapons" (LIFE, Jan. 4) holds the "world's official speed record of 753 mph." The Douglas Skyrocket has flown 1,327 mph and the Bell X-1A 1,650 mph.

CARRIE JOHNSON

Milwaukee, Wis.

● Neither flight was in accordance with rules of the Fédération Aéronautique Internationale which specify that a plane may not exceed 1,640 feet in altitude and must pass over a set 1.86 mile course below 328 feet.—ED.

Sirs:

Your statement, "Nike not only thinks, she dreams," is very true. By coincidence my wife, who is "slender and graceful" and of Greek descent, is also named Nike, which is short for Andronike.

Here is a photo of my Nike.

LEO G. KERR

Long Beach, Calif.



ANOTHER NIKE

Sirs:

It seems to me that radar stations would be about the first things that the Russian bombers would try to destroy. Also, it seems that when we place a black object on a white background we are offering them a perfect target. Is there any technical reason why these stations should not be colored white, like that Arctic fox, to match the snow?

GEORGE HENRY ELLIS

Butte, Mont.

● The Air Force plans to paint all Alaskan radar domes white, mainly to protect synthetic rubber surfaces and reduce heat absorption in summer. Whitening also will camouflage the stations, but this is considered strategically unimportant as radar would detect enemy planes in time for interception.—ED.

DOMESTICATED MALE

Sirs:

"The New American Domesticated Male" (LIFE, Jan. 4) makes me sick. No culture worth a damn ever raised a race of comfort-seekers, puttering like women. If this pot-bellied "male" replaces our adventurers, our explorers, our rebels, it will be at great cost to our great nation.

R. SPERRY

Denver, Colo.



NO OTHER TEA COUNTS!



No other tea gives you such zesty-rich flavor! It's the new leaf, the young leaf, the flavor leaf that does it. No other tea has the exclusive "Tidy-Pak"—each tea bag in its own individual envelope! Be sure it's Tender Leaf Brand Tea—get the Bright Red Box with the Smiling Cups!



A WONDERFUL, WEARABLE, WASHABLE ORLON COAT!

Yes, WASHABLE!

Your long, longed for pastel coat is now as convenient as your Bendix washer-dryer.

Put your Swansdown Orlon coat in a Bendix tumble action washer and set for a two minute warm wash . . . dry automatically in dryer for fifteen minutes or wash by hand in warm suds, rinse in clear water and hang to dry.



IT WILL ALWAYS BE . . .

SOFT . . . as vicuna, and it won't stretch out of shape.

LIGHT . . . lighter than wool yet warmer by far.

FRESH . . . wrinkle-proof: creases hang right out.

CLEAN . . . easy to keep neat: it sheds rain, snow and sleet.

EXCITING . . . beautiful, versatile and lasting: mothproof and mildew-proof.

These fabulous Orlon fibers were fashioned by the wizards of Du Pont . . . placed into the poised hands of Princeton Knitting Mills where they were formed into fabrics lusher than the llamas of Lima, for the craftsmen of Swansdown to design the inexpensive luxury of the age!

- A. Long coat in Zibolon, about \$65.
- B. Short coat in Fluffolon, about \$45
- C. Long coat in Fluffolon, about \$60.
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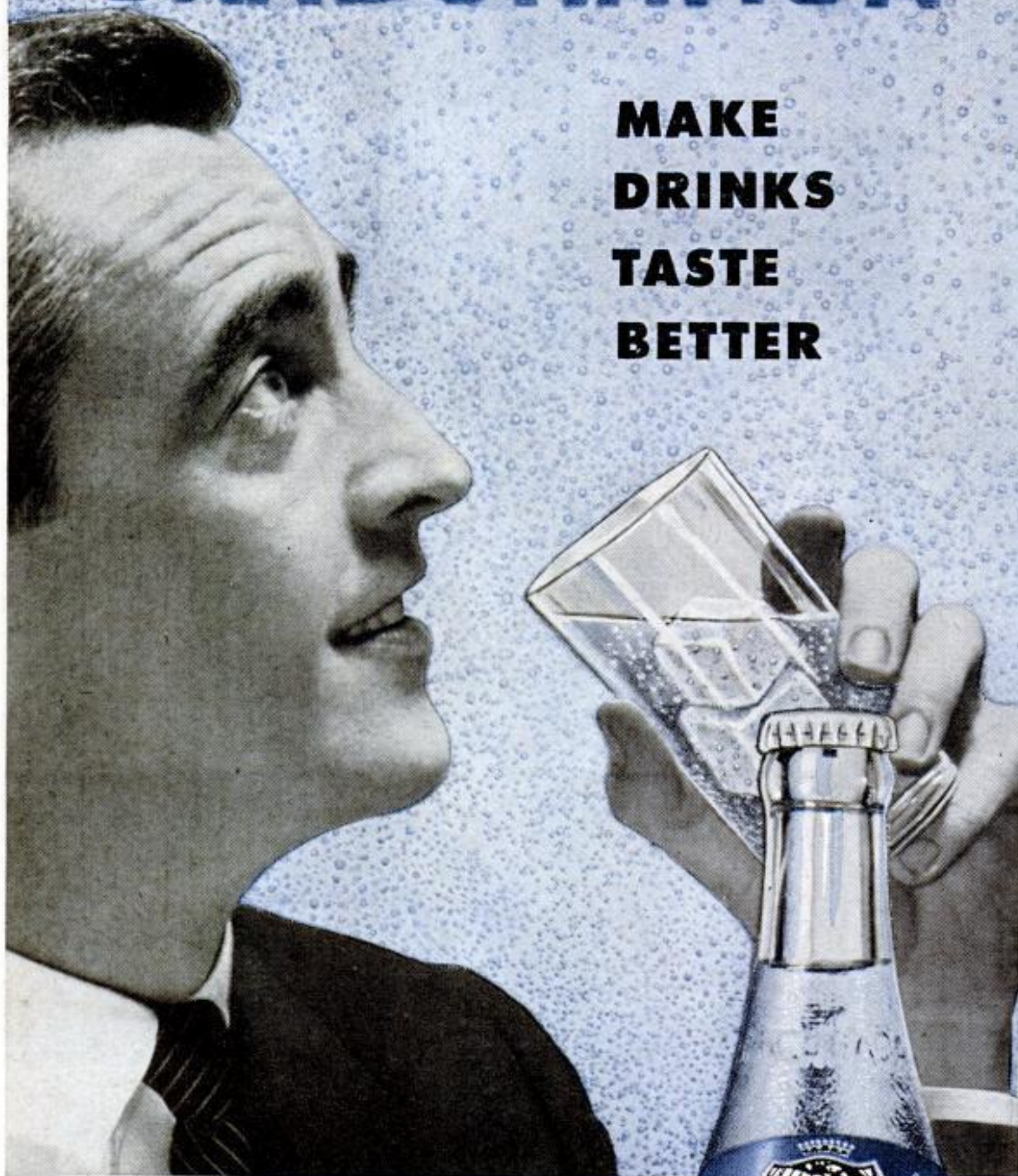


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DRINKS
TASTE
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It took Quinac—America's favorite quinine water—to make Gin-and-Tonic a year-round favorite. Quinac makes

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America's Favorite



Make Gin-and-Tonic in seconds, like this: 1½ ounces of gin in a tall glass. Plenty of ice. Fill with Quinac.

Extra good because it's made with extra cream



*You get so many extras
in this Ice Cream!*

First of all, it's made with *extra cream*!

Then, it's filled to bursting with
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Get luscious Lady Borden Lorraine Cherry
Ice Cream where you see the Borden sign.
(Don't forget Lady Borden vanilla, chocolate
and strawberry. They're *extra good*, too.)

Lady Borden

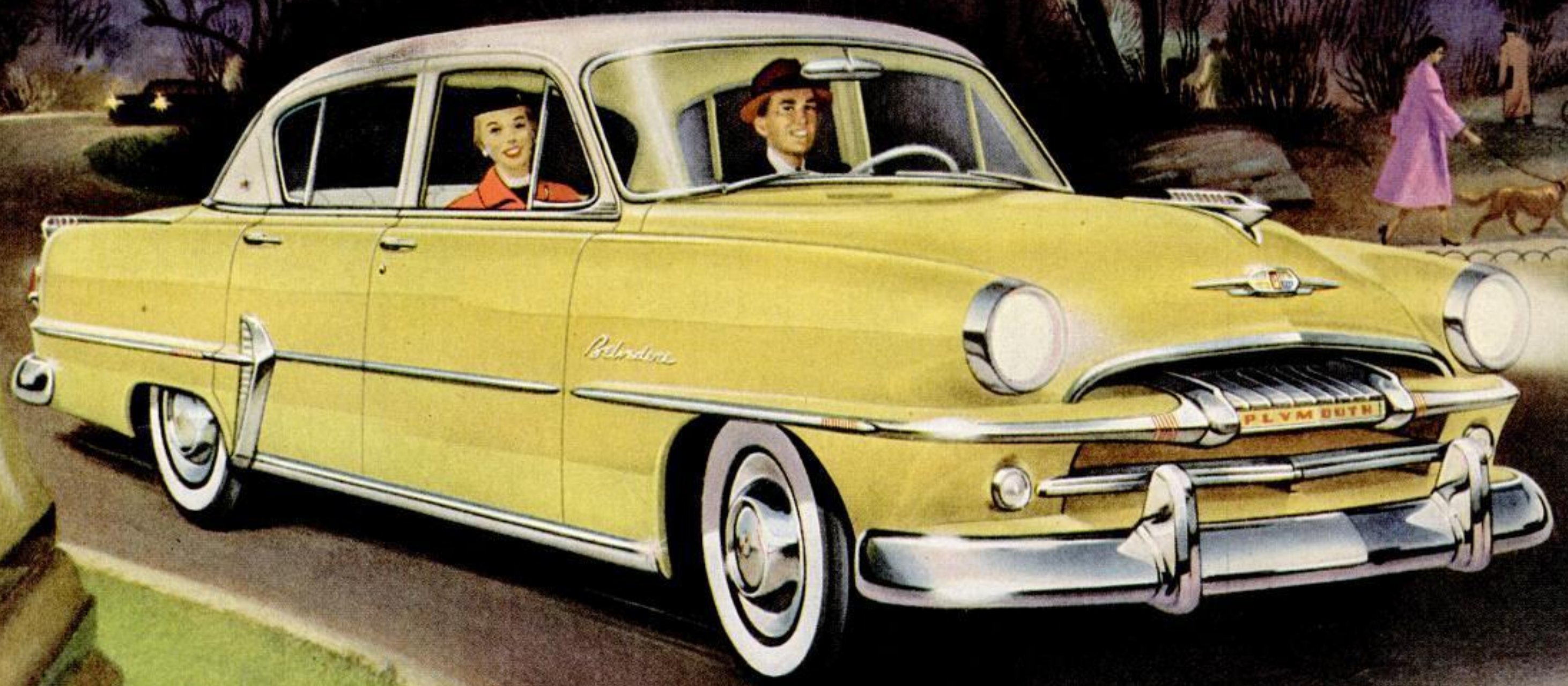
LORRAINE CHERRY



Says Elsie the Borden Cow:

*Did you know that Lady Borden
is Borden's finest...and the
finest of all ice creams?*

New '54 Plymouth



On this page you see the beauty of it.
On the next page you see some of the value in it.

under the Beauty

solid value

Here are some of the new **PLYMOUTH'S** features...you judge the value

HY-DRIVE—newest, smoothest, least expensive no-shift driving in a low-price car. You get away fast in one flowing motion

like this  not like this 

Plymouth Hy-Drive lets you hold your car on an upgrade without using your brakes; gives you engine braking in downhill driving.

Hy-Drive is available as optional equipment—at the *lowest* cost of any no-shift driving unit in the low-price field!

NEW POWER STEERING and it operates full-time—"on duty" every mile you drive. You can turn the front wheels of a Plymouth with one finger when the car is standing still. And it makes parking a cinch. Power Steering does the driving work, you get the driving fun. Optional equipment at low extra cost.



TRULY BALANCED RIDE



makes roads like this

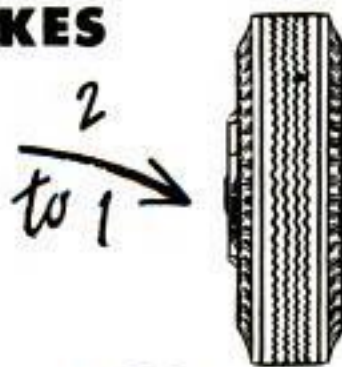


feel like this

Famous Oriflow Shock Absorbers, low center of gravity, scientific weight distribution, angle-mounted rear springs—these are some of the engineering factors that combine to give Plymouth remarkable stability on all types of roads.

SAFE-GUARD HYDRAULIC BRAKES

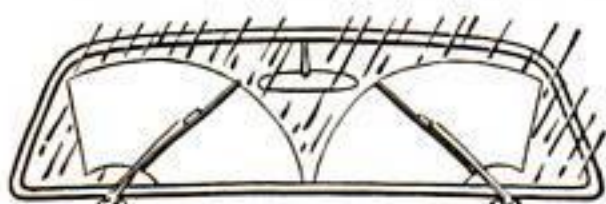
with two cylinders in each front brake where competing low-price cars have but ONE. Plymouth owners know they can count on smooth, quick, *always predictable stops*.



SAFETY-RIM WHEELS which, in the event of a blowout, hold the deflated tire straight on the rim—keep it from twisting and causing loss of control.

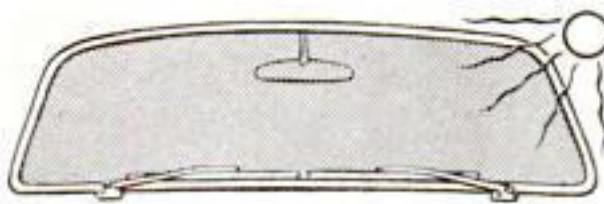


CLEAR VIEW AHEAD—ALWAYS! The wide, one-piece windshield is virtually distortion-free, and Plymouth's low hood silhouette lets you see more of the road directly ahead.



in rain

Plymouth's electric windshield wipers act *constantly*—they *never* slow down when you step on it!



in shine

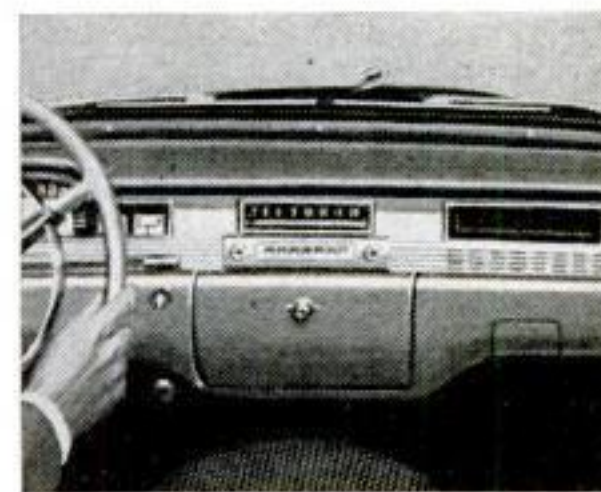
Solex Glass, available at low extra cost, protects you from the glare and heat of the sun.

GOOD IDEAS are found in the Plymouth!



For example:

Front seats in all two-door models are divided $\frac{1}{3}$ - $\frac{2}{3}$, not in the center. People in rear leave without disturbing those up front.



For another example:

The glove compartment in a Plymouth is located in the *center* of the instrument panel, within easy reach of the driver.

For still another example:

The Business Coupe, with its tremendous storage area behind the front seat, can be instantly converted into a family car with the addition of a rear seat, available in two easy-to-handle sections at low extra cost.



ROOM FOR COMFORT in a Plymouth! You enter through the widest and highest doors in the low-price field. The doors open to a straight-out position—and they stay there.

Comfort Level Seats, with their entirely new "spring on spring" construction, give full contact support from hips to shoulders, put driver and passenger in a natural sitting position—a special comfort when you are on a long trip.

These are only a few of the features in the new 1954 Plymouth. Your Plymouth dealer will gladly make one of these cars available so that you may judge for yourself the value built into this great new automobile.

PLYMOUTH

Chrysler Corporation's No.1 Car



Tune in Medallion Theatre every week on CBS-TV. See the TV page of your newspaper for time and station.

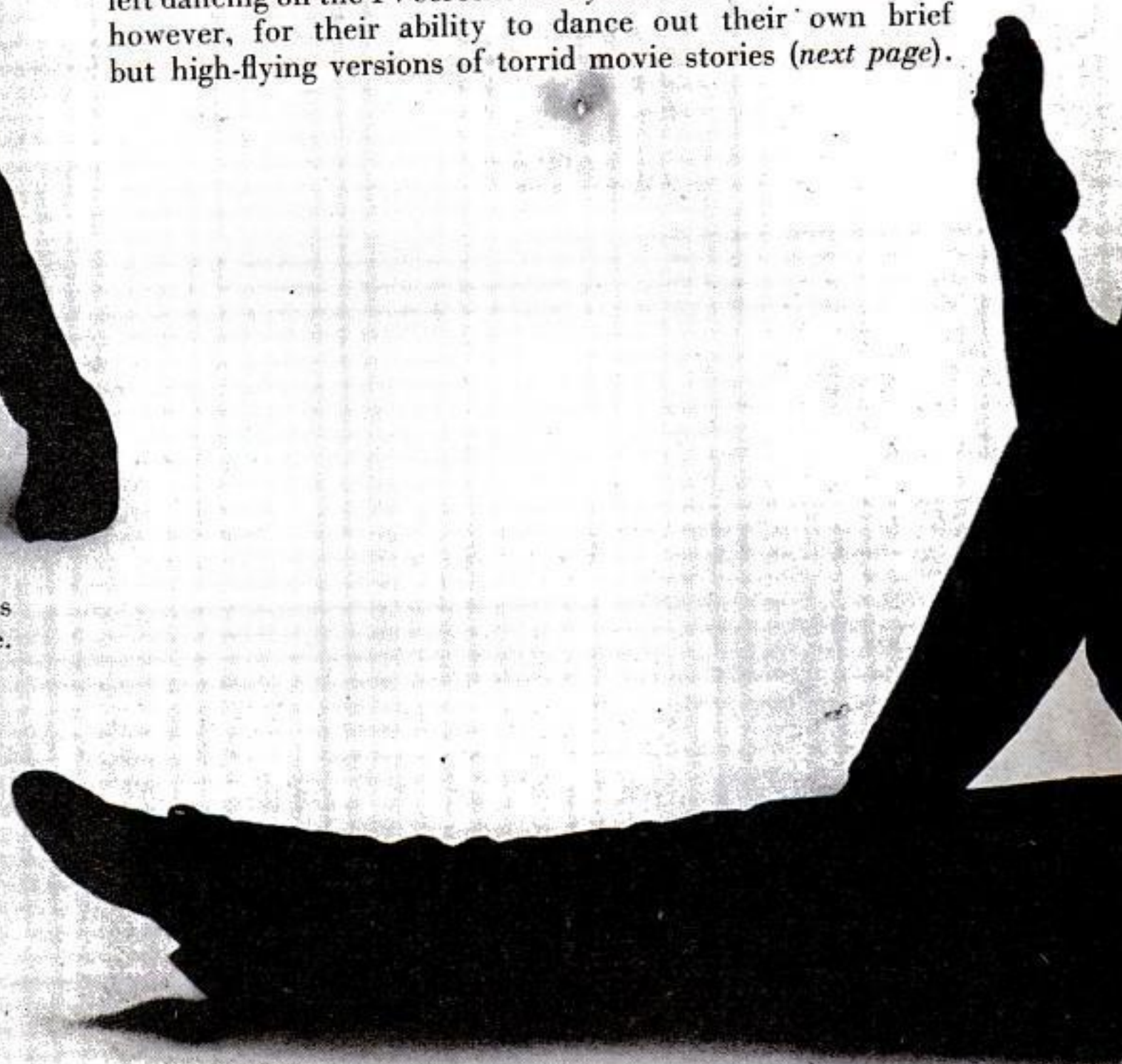



SPEAKING OF PICTURES . . .

Dancers cut up and act out movies

The silhouettes shown here are made by the team of Diane Sinclair (*LIFE's* cover) and Ken Spaulding, who, although they are highly skilled dancers, are rarely content merely to dance. Featured on the *Dave Garroway Show* (NBC-TV), the handsome couple are forever cutting up in new tricks. Sometimes their trim figures are seen in shadow play, sometimes dancing upside down on ceilings. Once by camera magic they were even made invisible with only their clothes left dancing on the TV screens. They have become best known, however, for their ability to dance out their own brief but high-flying versions of torrid movie stories (*next page*).

DIANE AIRBORNE soars gracefully in partner's arms. In four years he hasn't dropped her once.



The image features three black silhouettes of a man and a woman in dynamic, athletic poses against a light, textured background. The man's silhouette is on the left, in a jumping pose with one leg bent and arms out. The woman's silhouette is on the right, in a more complex, acrobatic pose with one leg kicked high and arms extended. A third silhouette, likely of the man, is at the bottom left, in a crouching or starting position.

LIKE JUMPING JACKS Diane and Ken do rubbery leap to express teen-age exuberance in spring.

GOING AND COMING at different altitudes, Diane and Ken rocket through space, reach skyward.

WOMAN'S TRIUMPH over man is shown as Diane hovers over Ken, kicks up victorious toe.

**not me...
yes you!**



No Ride Up—Down in front?
That's because you're up in back. There's a 1½" mini-band on 505 to keep it comfortably in place—always!



The Wash Out — Is your bra a shrinking violet? Switch to Exquisite Form 505. It's wash-test proven to stay true to its size, and yours.

**For fit without fidgets switch to
Exquisite Form 505**

Exquisite Form
BRASSIERES

Ask for Exquisite Form 505 wherever you buy your bras. Regular or padded bandeaux, three-quarter length and longline styles.

\$1.50
as shown
Others to \$3.00

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DANCERS CONTINUED



FILM STORY of Sadie Thompson is danced out as Ken's pastor is driven to mad evangelistic leaps by Diane's languid Sadie.

IN BACALL-BOGART dance version Diane wriggles, shakes, backs against a wall in an irreverent imitation of Miss Bacall.

IN A "LOST WEEKEND" dance Diane joins Ken in high jinks on a bar and beer cases during a heavy drinking bout.



NEW NESCAFÉ®

100% PURE INSTANT COFFEE

**Guarantees, Cup after Cup, You'll Get
Better Flavor Than With Ground Coffee!**



because

NEW JET PROCESS

**Explodes Pure Coffee
Into Rich Gems of Nescafé!**

**Yes, you enjoy better flavor with new Nescafé than
with ground coffee – or your money back!**

- ✓ Nescafé starts with choice coffee beans and brews pure, delicious coffee. Then, the magic of a new "Jet Process" explodes it into millions of tiny, rich gems of Nescafé!
- ✓ Gems so *extra* coffee-rich, so packed with pure coffee *goodness*, that new 100% pure coffee Nescafé dares make this guarantee:
- ✓ You must agree you enjoy better flavor, cup after cup, with new Nescafé than with any ground coffee—or send the unfinished jar to Nescafé Instant Coffee, Box 428, White Plains, N. Y., and get your money back.
- ✓ Enjoy this *first* instant coffee to taste so satisfying in every way. Try new 100% pure coffee Nescafé today!

**So rich you use less....
Save up to 25¢ a pound over ground coffee!**



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Superb Modern with simple, graceful lines, in blond oak, equipped with automatic tray. Model #3010. In American walnut, model #3011. (Lane Table, #247) Each chest. **\$49⁹⁵***

The Valentine gift that says *"I Love You..."*

A LANE CEDAR CHEST!

VALENTINE SPECIALS!
as low as **\$49⁹⁵***
WHILE THEY LAST

Choose any one of these magnificent Lane Valentine Specials at a big ten-dollar saving! Exceptional values—at furniture and department stores. Small down payment.



FEBRUARY 14th . . . Valentine's Day . . . Sweetheart's Day! Could any occasion be worthier of the one gift that says "I love you"—A Lane Cedar Chest!

This month, to make it easier for you to give this sentimental (yet truly sensible) gift, many Lane Chests are Valentine-priced to save \$10!

A Lane helps your sweetheart gather all the lovely things she wants for her home, her trousseau . . . a wealth of exquisite linens, fine blankets, delicate lingerie . . .

And it provides such perfect storage space.

A Lane guards woolens and other prized possessions, keeps them sweet-smelling and fresh—safe from moths and dust—as no other storage method can. Just one nice garment saved from moths can pay for a handsome Lane.

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

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Streamlined Modern in matched American walnut and Paldao woods. Automatic tray. Rubbed and polished finish. Model #3013—\$49.95.*



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Distinctive 18th Century chest in lustrous mahogany. Convenient base drawer; automatic tray. Model #3014—\$59.95.* Lane Table, #170.



FOYER

Arresting Modern in Seafoam mahogany with brilliant, mirror-like finish. Automatic tray; base drawer. Model #3012—\$59.95.* Lane Table, #406.



DINING ROOM

Charming Queen Anne lowboy in rich mahogany. Convenient drawer in base, simulated drawers above. Model #3015—Only \$69.95.*

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REPORTER ALEXANDER IN GIRLISH LEAP; SQUASH-SHOOTER MORSE CHECKS COURT POSITIONS; PHOTOGRAPHER PARKS AS SAMSON

'YOUTH ON THE PROW... PLEASURE AT THE HELM'

Poet Thomas Gray said it in 1757, and for the last 17 years LIFE has derived pleasure (and, we must admit, profit) from the feeling that youth has been giving us over-the-shoulder guidance. Sometimes it seems, as it does this week, that this is a world that belongs almost exclusively to the young (and those who feel young).

The world of youth is represented by a number of LIFE departments, including Religion. For those who think of Baylor University as a football school we recommend a look at its young evangelists (pp. 119-124). Equally heartening is the affirmation of the boyhood right to build and inhabit an unsightly shack, successfully defended in South Miami, Fla. (pp. 113, 114). Youthful existence behind the iron curtain may be grim but it has a purpose, as demonstrated by the rare look at Russian girls on pages 128-129. And youthful dreams can come true—if you don't believe it ask Ricky Walker, who won a \$35,000 space ship (p. 43).

None but the young and vital could man our big air base at Thule, only 900 miles from the North Pole (pp. 73-82). Since none but the young should compete in championship squash, it is amazing that a 37-year-old Pakistani can excel at a game which moves so fast that its coverage has to be planned with infinite care (above). And the vigorous dancing exhibited on our cover and in Speaking of Pictures called for comparable exertions from our staff (also above).

Hard to keep up with? Sure. But the costumed parents of Wilmington, Del. (pp. 150-154) are having as much fun as the children, and we get a feeling from the High Style article on pages 133 through 140 that the old folks better get hep or else. We defy anyone to look at the real gone Mr. C. Shirt (or the Mr. B. Collar and D.A. haircut) and not admit that sartorial conservatism is washed up. It's a great week for youth, Daddy-o, and we, dressed in our sincere, all-gone neon-blue Five Way jacket, are really with it.

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THAT'S A TRANSISTOR, invented at Bell Telephone Laboratories. This tiny electronic device can do many things that vacuum tubes can do and more besides. Though little larger than a coffee bean, it can amplify electric signals 100,000 times. Requires so little power that a coin, wrapped in a piece of dampened paper, can generate enough electricity to make a Transistor work. Over forty types of Transistors have been devised at Bell Laboratories.

She's Holding a Five-year-old Granddaddy

The **Transistor** was announced only five years ago but it is already the daddy and granddaddy of many promising offspring. All of the growing uses of this tiny electronic device stem from its invention at Bell Telephone Laboratories.

Seldom has there been an invention with such exciting possibilities in telephony and in other fields. A recent issue of *The Reader's Digest* calls it "The Fabulous Midget" and

reprints these words from an article in the *Science News Letter*: "In less than half a century, the electronic tube has changed the world. The effect of the transistor on our lives may be equally potent."

The Bell System, in accordance with its established policy of making all of its inventions available to others on reasonable terms, has licensed forty companies to make and sell transistors. These include makers of advanced

equipment for defense, as well as radios, television sets, computing machines, hearing aids and a wide range of electronic apparatus.

One of the first uses of the **Transistor** in telephony was in the new electronic equipment which enables telephone customers to dial Long Distance calls from coast to coast.

We can already see the time when it will bring many other improvements in both Local and Long Distance service.

BELL TELEPHONE SYSTEM



LOCAL... TO SERVE THE COMMUNITY.

NATIONWIDE... TO SERVE THE NATION.



AT BLONS, WHERE THE TWISTED BUILDINGS TESTIFY TO THE FURY OF AVALANCHE, A SWISS ARMY HELICOPTER TAKES OFF WITH FIRST INJURED SURVIVOR

TO THOSE WHO GRIPE ABOUT A U.S. WINTER: IN ALPS THERE IS REAL TRAGEDY

Fresh snow had fallen over the Alpine villages but their traditional Christmas-card look was now strangely disturbed. Steep-gabled barns stood awry, and helicopters had intruded on the old-fashioned scene. Avalanches had come and rescuers were out on their desperate tasks.

Early winter on Europe's Alpine heights had been warm and deceptively mild. The snow did not come until late in December and everywhere the winter resorts were complaining. In January the snow grew heavier, falling in fat, wet flakes, more than three soggy feet of it in

one 24-hour period. As it piled up damp and heavy on the mountain slopes, Switzerland's famous Avalanche Institute at Davos began flashing its warnings. But when last week the packed masses of snow came sliding thunderously down into the valleys, most mountain folk were sitting comfortably by their firesides.

In the Austrian village of Blons more than 65 people were killed when two avalanches, one striking immediately after the other, wiped out 20 houses. In another village, Schruns, 14 people died when a snowslide swept away seven

homes on the slopes of Itonskopf mountain. In Austria at least 119 dead were counted.

From all over the central regions of the high mountains, from Switzerland where the death total went above 25, from Italy where slides in the Brenner Pass took two lives, from Germany's Bavarian Alps where six died, came tragic stories. Men died quickly under *Rutschlawinen*, tons of hard snow that swept everything before it, or died slowly under *Staublawinen*, smothering masses of fine powdered snow that packed eyes, mouths, nostrils of its victims.



DISASTER AREA WAS CENTERED IN TWO VALLEYS OF WESTERN AUSTRIA

CHILDREN AND DOGS AID RESCUE

The winter had barely begun but already it was among the worst avalanche years the Austrian Alps had ever known, even worse than last year when the snowslides took more than 100 lives. In Blons the first avalanche tossed 20 houses into the river Lutz. Rescuers dug up 25 people, took them to one of the remaining houses for treatment. Then a second avalanche buried both the rescuers and the rescued.

At first the battered towns, unreachable by air because of the weather and isolated by snowslides on the ground, had to fend for themselves. Villagers dug until they were arm-weary. But American Army and Swiss helicopters whirled up to bring in relief supplies and take out survivors. From Switzerland came an army of rescuers, making the cross-country trek by ski to help dig out Blons and other villages.

For the future the occupying powers granted Austria permission to set up parachute teams of doctors and rescue workers who could be dropped into hard-hit areas. For now the main hope was that cold weather would freeze the snow to the ground and end the danger. The cold did not come, but as the days wore on the roaring slowly receded, as from exhaustion.



KEEN-NOSED DOG, a German shepherd trained to sniff out people and cattle buried in the snow, is taken aboard a helicopter in Ludesch for the flight into disaster area. These dogs augmented the efforts of searchers who, before dogs' arrival, had been entirely dependent on long steel hooks poked into snow banks.



AUSTRIAN SCHOOLCHILDREN AT RESCUE HEADQUARTERS TRAMP DOWN

PERPLEXED FARMER at Blons, having found his cow, leans over and studies the problem of lifting her out of snow and getting her back into production.





SNOW TO MAKE A LANDING FIELD FOR SWISS AND U.S. HELICOPTERS FLYING AID TO DISASTER AREA

AERIAL VIEW of the disaster on the mountain slopes below Blons shows, in the disturbed snow

and earth, the efforts of rescuers to find people dead or alive in some of the buried houses of the village.



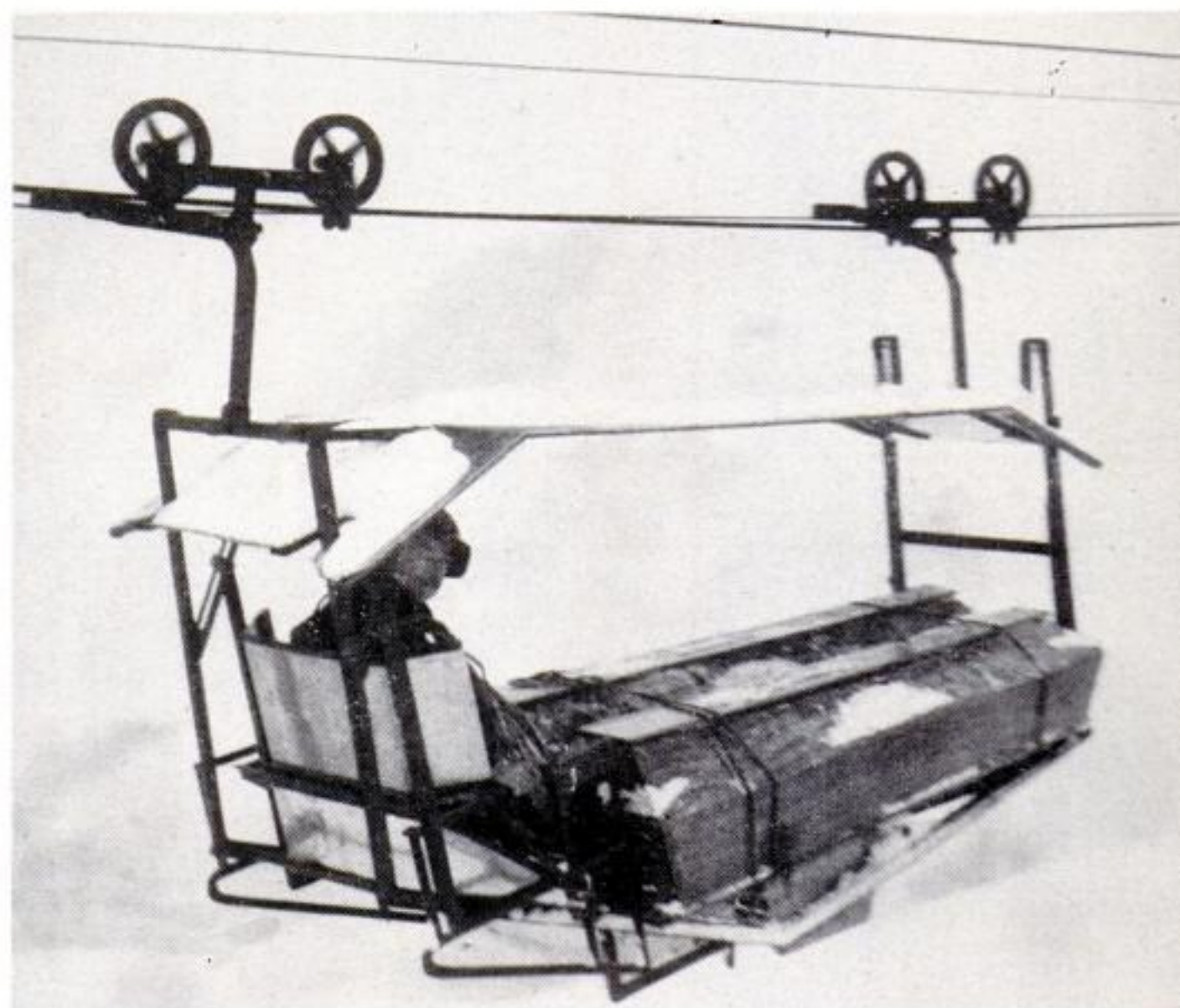
BURIED VICTIM is located by a thrashing dog (top) in Grisons canton of Switzerland. Lifted just in time by human rescuers, the man shows signs of a dangerous drowsiness brought on by the cold.



OUT OF THE SNOWS came the living and the dead. The woman above spent 10 hours buried in the ruins of her house at Blons with the little girl who is sleeping in her arms. The two little children below, dead, were dug out of the ruins of the town by the bearded rescue worker who is sadly looking at their bodies.



Tragedy in Alps CONTINUED



ON CABLE LIFT, designed for carrying skiers to high points, the coffins of two brothers, Gustav and Joseph Imfeld, are lowered to Spirigen, Switzerland.

LUCK NAMED THOSE WHO LIVED

"The avalanche took the young and left the old," said one bitter survivor. But actually chance, degree of a slope, the direction of a rescuer's probing steel hook as it was pushed into a snowbank determined whether people lived or died. In the villages, people mourned the children who had been smothered, pious kin who had been swept into ravines on their way to church. Survivors stared hopelessly around and slowly began to pick up the pieces of their lives.

Strange stories came in from everywhere. Two men and a woman, age 70, swept downstream from battered Blons, were miraculously found alive 50 hours later. An old woman survived because a board fell across her face, giving her room to breathe. At Dalaas men had to hunt all day for a 120-ton locomotive which had been swept off the track in the railroad yards. A farmer crossing his fields watched his house—in which were his mother, wife, three children—crushed. At Schruns a shoemaker (*opposite page*) strolled out of the room in which his family was sitting and, a few moments later, picked himself up out of the snow and wreckage at the bottom of the hill to find himself now a man without a family.



BATTERED AND BEATEN by the snow, Maria Meier, who spent 15 hours buried, rests in the hospital. One of her twin children was saved, another died.

SINGLE SURVIVOR of a family of four, Anton Juen, Schruns farmer and shoemaker, stands before shattered house from which only he emerged alive. →



GETTING THE PUSSYFOOT OUT OF POLITICS

According to one cynical theory of U.S. political practice—to which a considerable number of politicians unfortunately still adhere—the whole science of getting elected to office can be summarized in the most primitive kind of questions and answers:

Q. Mr. Politician, what do you favor?

A. Motherhood.

Q. What are you opposed to?

A. Sin.

Q. What kind of boy were you?

A. Barefoot.

Q. Where did you learn to love America?

A. At my mother's knee, the little red schoolhouse and the little white church.

Q. Why are you running for office?

A. Because of the inspiration of my ever patient wife.

Q. What will you strive for if elected?

A. To serve my beloved country to the best of my humble ability.

Q. And when will you disclose your specific program?

A. In due time.

Folklore has it that the politician is a cliché-spouting hack who stands foursquare on the principles of democracy and his admiration for the gr-r-rand and glor-r-r-rious Fourth of July. He yields to no man in his love for the great American heritage, the memory of the brave men at Valley Forge, the Monroe Doctrine, the *Stars and Stripes*, babies, dogs and horses. He deplores murder, arson, cancer, drought, the Japanese beetle and hoof and mouth disease.

How to befuddle a heckler

There is a story about the late Senator Bilbo, the great Southern demagog. One day a heckler tried to pin him down on a burning local issue, namely a proposed law to protect squirrels during the mating season. The senator said, "I'll tell you how I feel about it. Half my friends are for it and half my friends are against it—and I'm for my friends." This story may be apocryphal, but its implications are sound. Many politicians try in one way or another to stay in all possible camps. The politician of the cynical folklore decries inflation while favoring an easy-money policy; he wants good roads, free colleges, free seeds and low taxes; he wants a U.S. Army second to none and deplores the draft; he wants high wages, rich farmers and low prices. He favors states' rights and a strong federal government.

He is an expert at what the popular historian, Frederick Lewis Allen, once described as Franklin Roosevelt's tactics in the 1932 election—talking about candor while never exercising it. And all this mostly because he has a respect bordering on obsequiousness toward some of the groups of American society. There is a strong and persistent belief among politicians that you cannot possibly be elected to any important U.S. office if you antagonize either 1) the farmers or 2) the veterans. Also in some areas 3) the unions and 4) the old folks. If cornered you simply bow down and give the pressure groups—or rather the men who make careers out of leading pressure groups—anything they demand, whatever the effect on the U.S. as a whole.

This may once have been a good theory of pragmatic politics, although no historian could prove it. The Republican party, it so happens, received its initial great impetus from Abraham Lincoln, who showed no hesitancy in making more enemies and therefore winning a sounder place in his country's heart than any other American politician before him. The party began to fall on evil days when its leaders pussyfooted on questions like Prohibition. It was the opposition's Al Smith, who didn't mind standing up, speaking his mind,

infuriating the W.C.T.U. and delighting the thirsty majority, who set the stage for the Democrat era of the '30s and '40s, even before the Great Depression came along.

Certainly the old mealy-mouth days, if they ever existed, are now dead and gone. Some nine million adult Americans have been to college, 36 million to high school, 63 million through grade school. They know the score. They aren't going to vote for the best baby-kisser or the most generous dispenser of political pork. This is a new and sophisticated America, the best-educated country in the world. This is a nation in which good national policy and good politics are becoming synonymous—in which the ambitious politician need not fear to be a statesman first and foremost. Why else should Dwight Eisenhower, a man of no conventional political instincts, training or experience, have been elected President in such a national landslide?

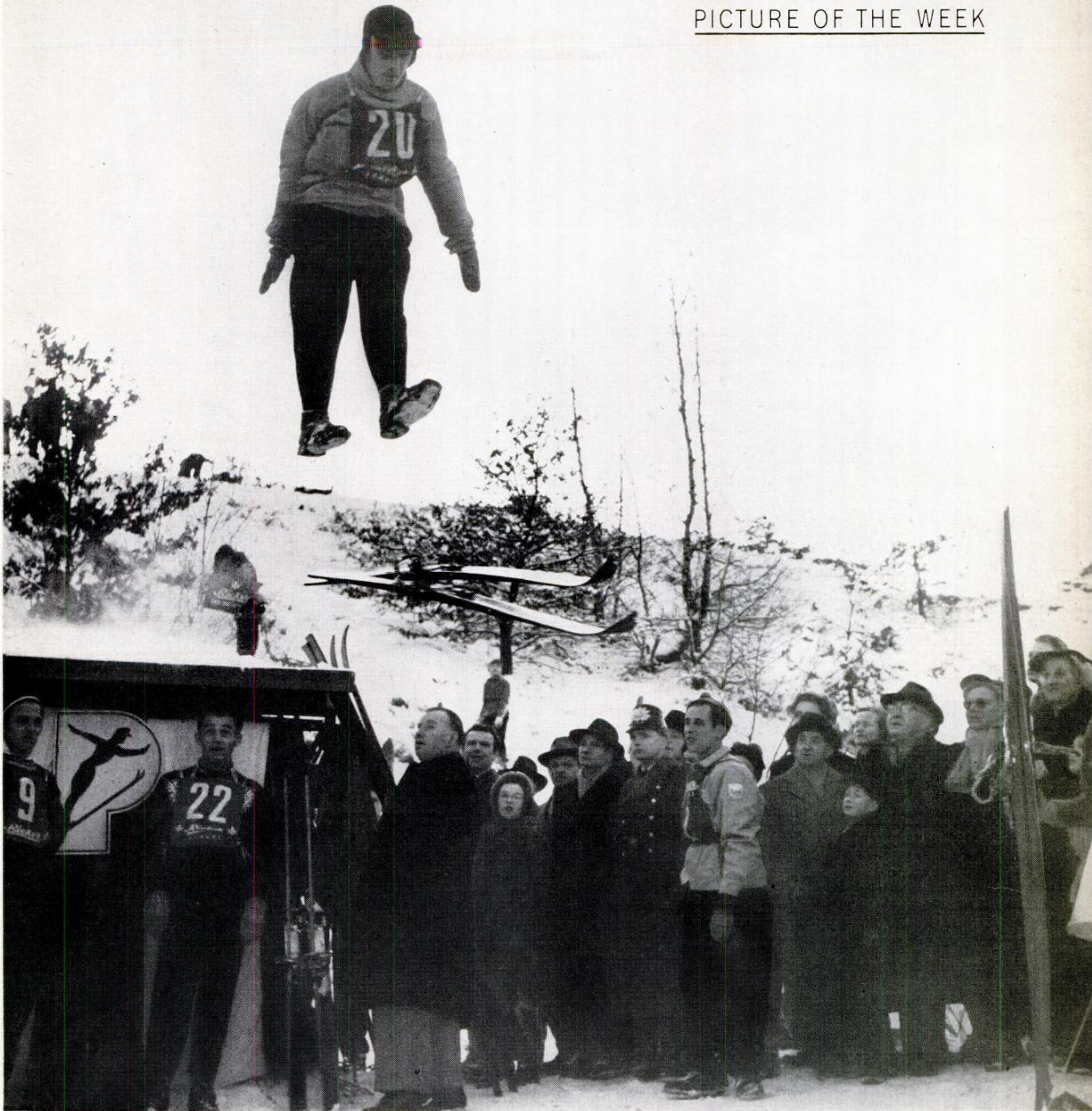
Which brings us to the fine and statesmanlike new program which the President has submitted to the Congress—a program which could hardly be more dedicated to the best interests of the nation, the entire nation that is. The program was in incubation for more than a year. The President appointed the best men he could find in every area of government and told them to grapple with the problems until they came up with the best possible solutions. The farm program, for example, represents the work of 60 separate studies and consultation with 500 farm experts. Similar work went into the proposals for foreign relations, national defense, internal security, economic policy, the budget, taxes, labor, social security, health, housing and all the rest.

But just because the program is so statesmanlike, a number of politicians reared on the old folklore are frightened to death. Election year is a time, in the minds of the cliché artists, to let sleeping dogs lie. It develops that Congress is even afraid to vote itself a well-deserved and badly needed pay raise just before an election. As for weightier matters, many of the members would just rather not talk about the Taft-Hartley law right now, thank you, much less make any realistic changes. On the matter of sliding parity—the only sensible attack made on the farm problem in years—a lot of legislators have simply thrown up their hands.

Senator Young of North Dakota, for example, said last week that if somebody should get up in Congress and propose to keep high-price supports instead of a lower parity percentage for farmers, "who is going to vote against it?" In other words Senator Young and other folklore-ridden politicians of his type would let the government just keep on giving the farmers everything their most fanatic and shortsighted spokesmen might ask—meanwhile letting the surpluses of butter and eggs pile up in the warehouses to the eventual ruin of the farmers.

News for the senator

We have news for you, Senator Young. There are a lot more consumers than farmers in America, and they know all about the farm mess that your kind of thinking has created. Moreover the modern farmer himself is quite capable of seeing beyond the end of his nose. Even though the legislative program was not conceived as politics, even though the President made a little apology to the effect that he was perhaps "not too smart politically," we predict that in this enlightened day and age it will turn out to be the most effective kind of politics. You, Senator Young, and the other old-fashioned politicians who worry so pathetically that the farmers won't stand for progress, or the C.I.O. won't, or the Union Club, this group and that group—you're going to wake up some day to discover that nobody's in favor of statesmanship except the whole darn country.



THE SKIS THAT LAUNCHED A BILLION BOFFS

Last week a slight misadventure by an amateur Berlin ski jumper, and a lucky shot by a German photographer, produced one of the most widely published news pictures in years. The picture, in hundreds of newspapers and TV newscasts, drew a billion belly laughs. It showed a fellow named Heinz Mannstedt unconsciously imitating the wistful heroics of Keaton, Lloyd and Chaplin as he sailed through the air without his skis.

Mannstedt had entered the contest with a friend's skis. Though the toe straps were missing he felt that he could jump anyway. But as he soared gracefully from the jump the skis dropped off. Oblivious of his

predicament, Mannstedt leaned forward, windmilled on through the air. Then, about to land, he looked down, scarcely had time to register astonishment as he plummeted into the soft snow. Humiliated but unharmed, Mannstedt stood up, got another chance from the judges and went on to win third place in his class.

A number of U.S. editors were so astonished by the incongruous photograph that they suspected a fake and challenged the Associated Press on its authenticity. But another photographer on the scene had taken a picture a split second later (*right*) which verified that Mannstedt's sail into the news was bona fide.





TIPPED-OFF MOB of reporters and fans waited for the couple at city hall. Later one newsman peered over judge's transom to give crowd kiss-by-kiss report of progress inside.

MERGER OF TWO WORLDS

Marilyn and Joe find a secret wedding is not for them

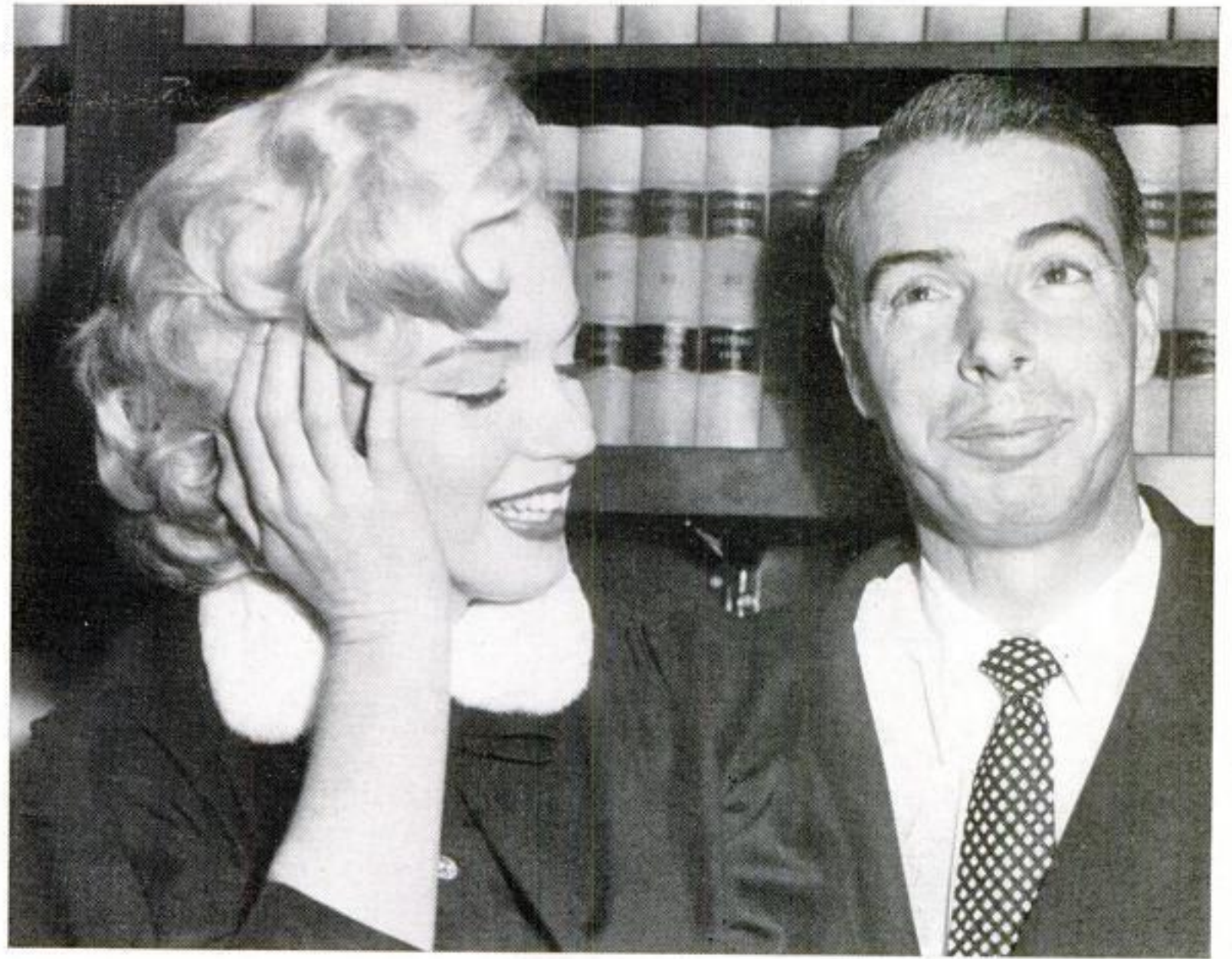
The bedlam (*above*) and the national recognition of a hitherto unknown judge (*below*) was caused by the marriage of a macaroni company vice president and an orphan girl named Norma Jeane Mortenson. This does not sound like an event of national interest, but a glance at the other pictures shows why two huge fan clubs found their differing interests focused, for the moment, on the same event. The bridegroom was Joe DiMaggio, 39, the perfect baseball player of only yesterday; the bride was Marilyn Monroe, the inheritor today of a sexy movie tradition founded by Jean Harlow. They had hoped to get married in secret but ever since Marilyn failed to show up in Hollywood for her part in a movie called *Pink Tights*, rumors spread that the couple had eloped everywhere from Reno to Istanbul. But finally last week, veiling their plans with the secrecy of an atomic test, they slipped into San Francisco's city hall unnoticed—they thought. After having been besieged, battered and befriended by scores of riled reporters, Judge Peery (*below*) made a remarkable comment: "Sometimes I'm glad I'm not Joe."



EYEWITNESS ACCOUNT of the vow-taking is given over national hookup by Judge Charles Peery (*left*), who was first shoved aside, then made much of by excited reporters.

EAGER EXIT from city hall is made by the newly married DiMaggios. Ruffled by unexpected crowd, Joe yelled out, "I've had enough of this mob. Let's call the reception off." →





MOONING COUPLE wait in the judge's office for misplaced license. Edgy from the delay, Joe pleaded, "I don't want to rush you but we've got to get on with the ceremony."



VANISHING BRIDE jumps into Joe's car for a fast honeymoon getaway. Only by intense sleuthing reporters later learned they stopped for the night in a Paso Robles motel.



QUEEN OF QUEENS, Mrs. Potter Palmer, became famous for her parties, feminist activities, gowns, furs and pearl dog collar.



SPONSOR OF VOTE was *News Society* Editor Athlyn Deshais, here sorting ballots.



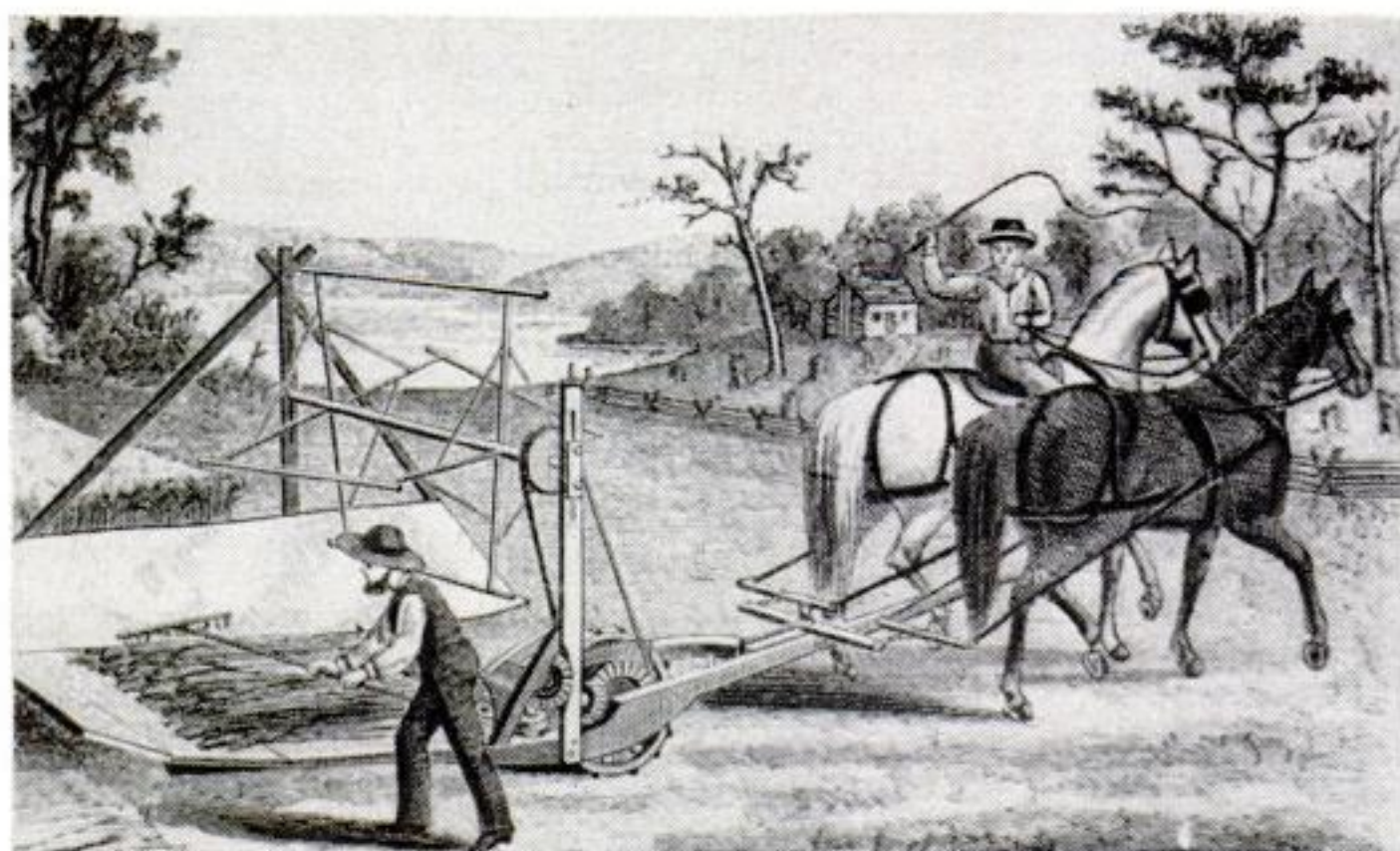
MAMMY YOKUM of Dogpatch was drawn for *LIFE* by creator Capp, anticipating win.

ONCE MORE CHICAGO HAS A QUEEN

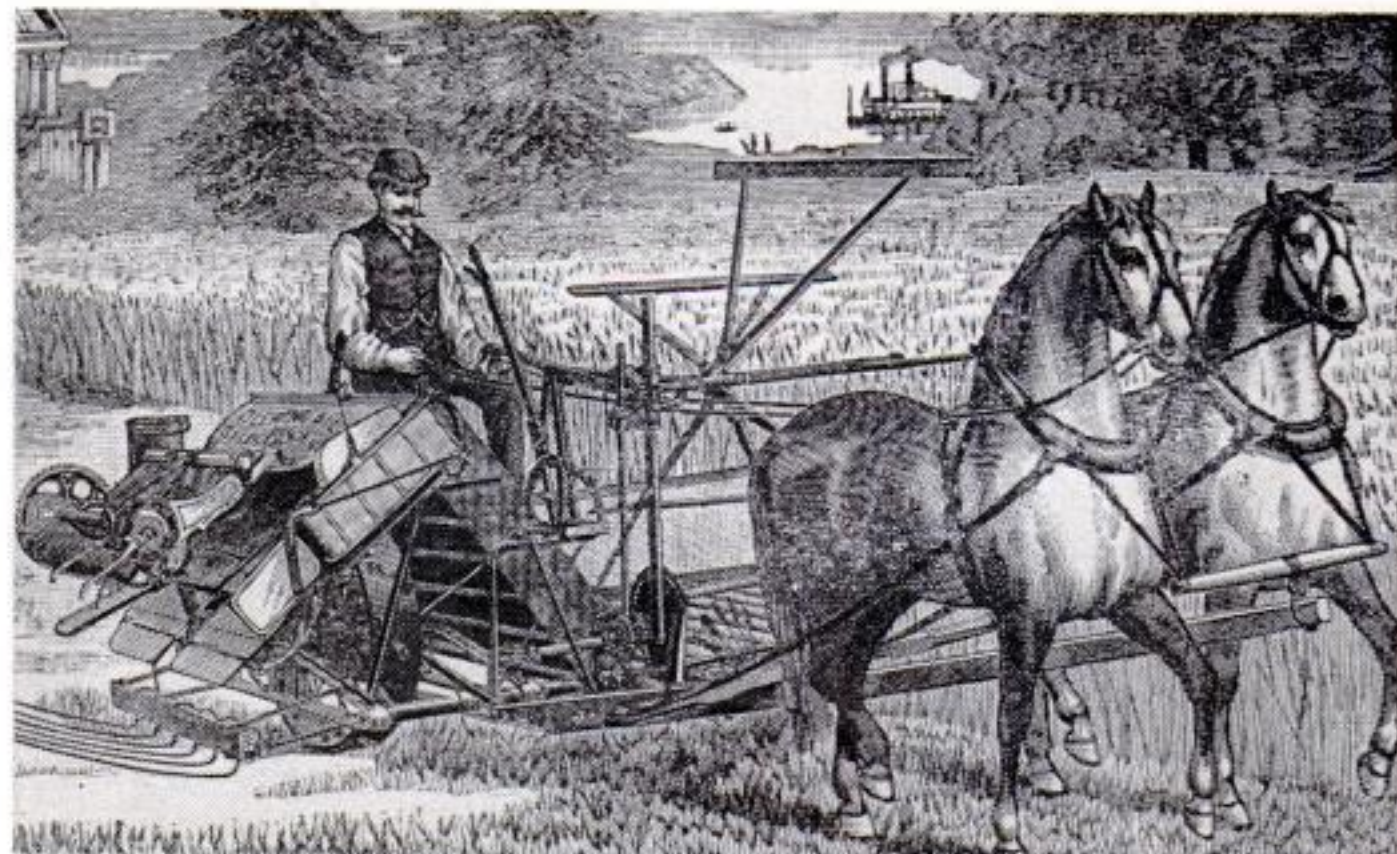
Mrs. Palmer's elected heir is farm implement on both sides

Chicago has been without a proper society chieftainess since the elegant 1890 days of Mrs. Potter Palmer, who wore her queenship in a diamond-studded belt and a dog collar set with 2,268 pearls and seven large diamonds. To fill the vacant throne the *Chicago Daily News* decided to hold a somewhat democratic election and sent out ballots to 2,000 city socialites. Chicago's new society queen, said the *News* in deploring Mrs. Palmer's lack of "the common touch," should be "a person of graciousness and charm who has the ability to carry on and be a leader without being haughty."

Early returns brought mocking ballots for the wife of Chicago's bachelor mayor, for Mrs. Ben Edict Arnold (a form of prairie wit), identified as a "prominent society and cultural leader in Lake Forest," and for Mammy Yokum, Dogpatch queen, who got off to a flashy start with nine votes. In the stretch, the mavericks faded and the crown went to Mrs. Chauncey McCormick, wife of a director of International Harvester Co. and rated especially high in Chicago's own aristocracy because, one admirer explained, she is "farm implement on both sides" (*below*). Mrs. McCormick is one of U.S.'s richest women, occasionally gives dinners on gold plate, works for numerous charities. Publicly the new queen declared herself "completely overcome," but a friend said, "Marion is mad as a snake—she so hates publicity."



HARVESTER LINEAGE of new queen is represented by original McCormick reaper, invented in 1831 by her husband's granduncle, Cyrus Hall McCormick.



BINDER BACKGROUND is denoted by Deering twine binder built by grandfather, William Deering. His company is now part of International Harvester.

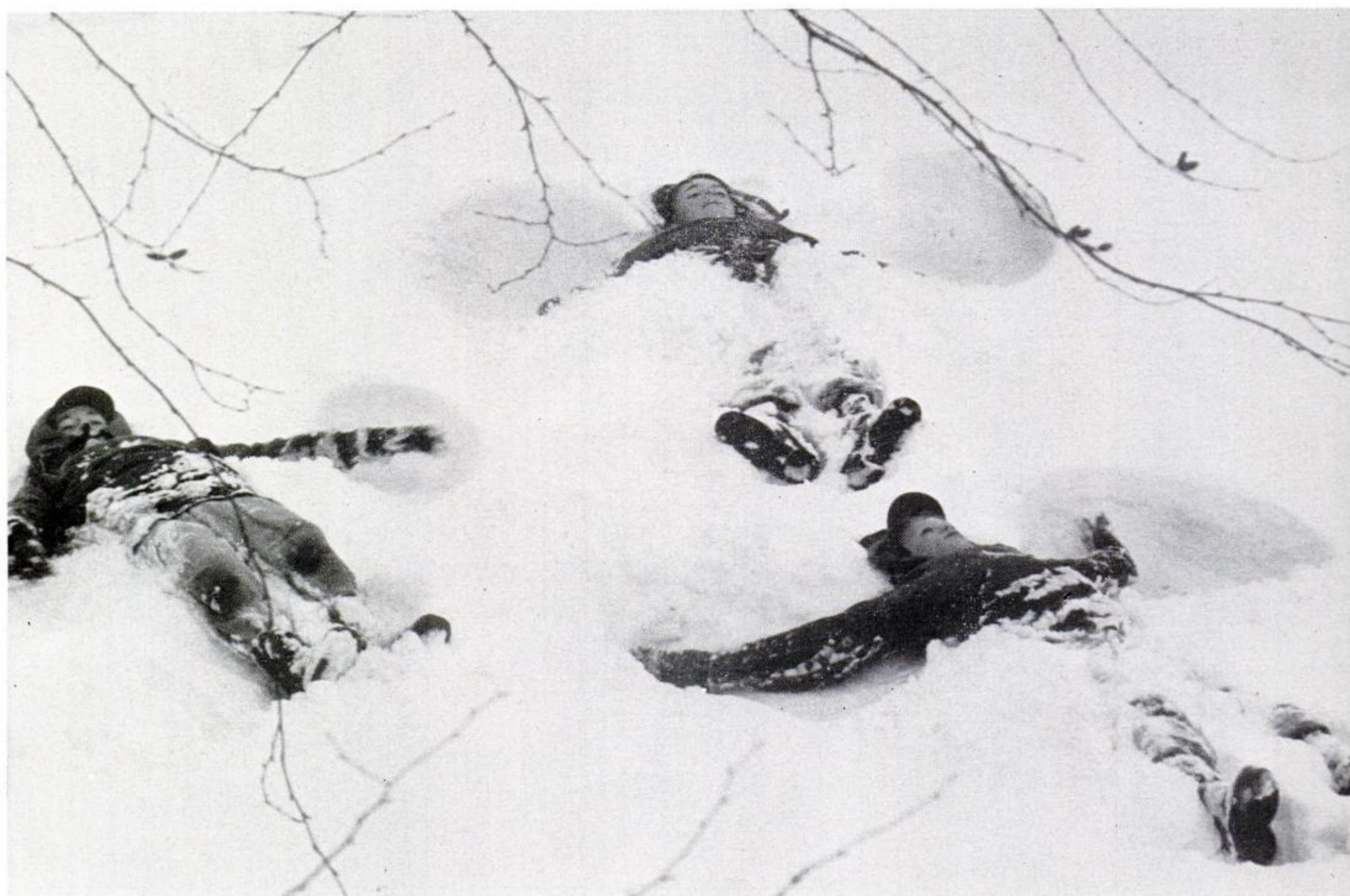


WITH MAYOR OF REALM, Martin Kennelly, Mrs. Chauncey McCormick leaves Casino Club after dinner she gave, her first social event since becoming

queen. Mrs. McCormick does most of her entertaining in her luxurious Chicago apartment, her summer home at Seal Harbor, Maine and frequently in London.



DURING YALE RIOT A STUDENT WINDS UP WITH BLOB OF SNOW (LEFT); ANOTHER SCORES DIRECT HIT ON PASSING CAR (CENTER), AND STUDENTS THEMSELVES



ANGEL WINGS in The Bronx, N.Y. are made by children who flap arms up and down, leaving impression in snow. Children also played "fox and geese," in which

two straight lines are drawn criss-cross through a circle in snow and whoever is "it" has to stay on straight lines and try to catch others running around circle.



GET A BLAST (RIGHT) FROM DEAN LEWIS M. WIGGIN, WHO SHOUTS, "WHY DON'T YOU GO HOME." ABOUT 1,500 STUDENTS WERE INVOLVED, 10 WERE ARRESTED

AN ENJOYABLE VIEW OF SNOW

U.S. has more fun than trouble

With winters growing warmer, children in the eastern U.S. had been growing up not only refusing to believe in Santa Claus but even that there was such a thing as S-N-O-W. Operators of ski resorts were suffering even more, having invested millions in tows and slopes. But then suddenly there was snow—real, white snow—all up and down the eastern seaboard. It was the heaviest fall in five years—13 inches in New York, 14 inches in Boston.

Cars stalled and some people died shoveling. The boys at Yale overdid things a bit by turning a snowball fight into a riot (*above*). Animals not used to the phenomenon wandered away from protective sheds and got lost (*right*). But for all the inconvenience—not nearly the trouble it brought to Europe (*pp. 25-29*)—the snow was wonderfully welcome. Apart from the play and sport it offered, it helped people rediscover something they had almost forgotten. Just looking out the window at the white fluff piled up in drifts and lacing the branches of trees, they saw how pretty snow could be.

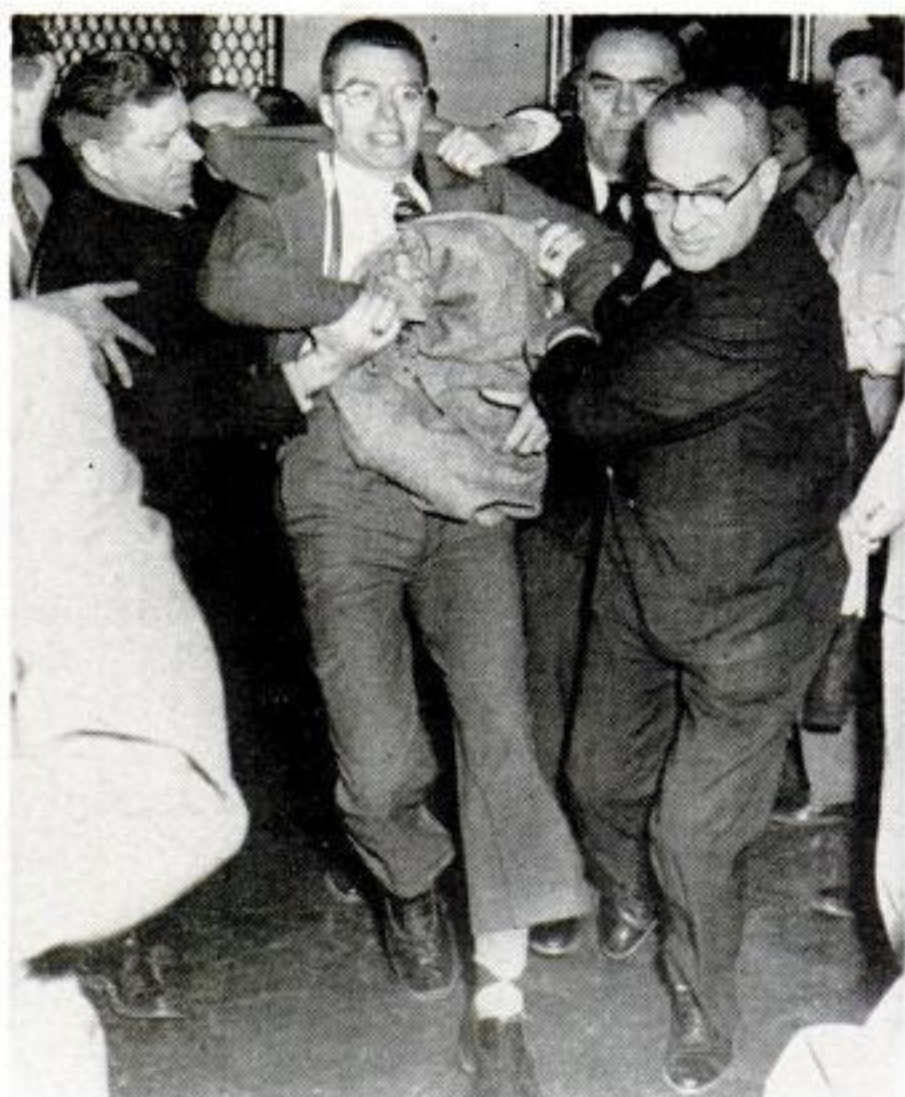
LOST LAMB is found by farmer who hunted in bare feet in snow for stray lambs as boy in Albania. →



LIFE ON THE NEWSFRONTS OF THE WORLD

Harvard men confess Red ties, a pilot named Godfrey gets into a jam, Egypt cracks down on fanatics

Professor Wendell H. Furry and Leon J. Kamin, research physicist, of Harvard surprised Senator McCarthy by waiving their constitutional right not to testify against themselves. They admitted they had formerly been Communists but refused to identify other Reds, defying McCarthy's threats to jail them for contempt. Said Kamin, "I do not think that my duty requires me to be a political informer." Furry admitted that five other Reds worked with him on a secret wartime radar job. Said McCarthy, "To me it is inconceivable that a great university would keep this type of crea-



G.E. MAN IS EJECTED FROM HEARING

ture on to teach our children." But, he added, Harvard President Pusey "has already made clear he will go on maintaining a sanctuary for Fifth Amendment Communists."

Next day McCarthy questioned employees at G.E.'s Lynn, Mass. plant. He got no new confessions. But his audience became so obstreperous that McCarthy had guards forcibly eject one witness, one lawyer and a spectator, suspended employe Nat Mills (above), who screamed, "McCarthy, I accuse you of conspiring with the company and getting the jobs of G.E. people."

Missing witness Donald Ritchie, who the week before had skipped out after collecting a \$5,000 reward for telling Detroit police who shot Walter Reuther in 1948, was taken into custody again by Canadian cops. But he refused to waive extradition to Michigan.

No buttering up for Russia

A Minnesota businessman asked permission to buy 40 million pounds of government surplus butter so he could sell it to Russia. Although food is not considered a "critical material," he was turned down. The sale might have upset the world butter market. And the U.S.S.R. would have gotten the butter for 50¢ a pound, about 17¢ less than the government paid U.S. farmers for it.

In one of the biggest deals automobile companies have ever made, Hudson and Nash-Kelvinator voted to merge. The new corporation, called American Motors, will be the fourth largest auto company in the world, after GM, Ford and Chrysler.

Actress flusters Tito's cabinet

An actress caused the first serious argument in Tito's cabinet since Yugoslavia broke with Moscow. The lady in question, Milena Vrajakova, married the army's chief of staff last year. When she found herself unpopular with wives of other high officials, Milovan Djilas, president of parliament, came to her aid. He charged in magazine articles that the other wives, most of whom were former partisan guerrillas, looked down on Milena because she had never fought. But Milena was only 13 years old at the time of the battles, said Djilas. Then he gave lurid descriptions of past scandals the other ladies had been involved in. Djilas quickly found himself subject to ideological attack, accused of advocating that Communist discipline be weakened. So Tito cut short a vacation in the mountains and returned to Belgrade to quiet things down.



VRAJAKOVA

When Pfc. Charles Goodman, en route in a U.S. military train from West Germany to Berlin, plopped his barracks bag down in the corridor, someone chanced to kick it. At this, the bag squirmed and squealed. Inside, with Goodman's gear and dirty clothes, was a pretty, 5-foot, 90-pound German girl. "We are engaged," explained Goodman.

Who buzzed? The wind or Arthur?

Arthur Godfrey was disgruntled. He wasn't allowed to take off in his 25,200-pound DC-3 from a Teterboro, N.J. airport runway reserved for planes weighing less than 9,000. He took off from the correct runway, but what



GODFREY SHOWS HOW IT HAPPENED

happened next made the control tower men dive for safety. Godfrey's plane had swung round, headed for them. It zoomed by with 20 feet to spare and Godfrey called over the radio, "That's a normal take-off at Teterboro."

Back on TV, Godfrey read his fans the headline: "Godfrey Cited As Wild Flier." He ad-libbed gaily, "Roop-di-doo-dee rocky woe. It seems I'm a bad, bad boy." The wind, he explained, had pushed his plane off course.

Airport authorities were not laughing. "It was a deliberate buzz job," said one official. Another declared the wind could not possibly have put the big DC-3 so far off course, said Godfrey was reckless, and requested a thorough Civil Aeronautics inquiry into why Godfrey's plane had endangered several lives.

What a good Home Economics course needs, decided Prof. Ruth Schmalhausen of Eastern Illinois State, is a real baby for the girls to practice on. So she "borrowed" one from a young unwed mother, set up a schedule whereby the baby has four student "mothers" at a time, and a complete new shift every three months. The students like the arrangement and the baby apparently does not mind (below), but Miss Schmalhausen faces an inquiry by state officials. Too many mothers and no father, say experts, may permanently warp the baby's personality during its first, formative year.



FOSTER MOTHERS GIVE WARD A WORKOUT

Moslem Brotherhood is banned

Egypt's military regime rounded up 450 leaders of the Moslem Brotherhood, charging they had plotted to overthrow the government. The junta thus smashed a half-million member organization led by religious fanatics dedicated to restoring the antiquated laws of Mohammed. All other political organizations had been outlawed after the 1952 coup, but the Brotherhood was allowed to survive because it was so deeply rooted throughout the Moslem population and because its members had helped in the revolution. With the Brotherhood extremists out of the way, the West should find it easier to make friends with Egypt. But whether the Brotherhood would stay smashed was a question. Farouk's government outlawed it in 1948 and was upset four years later.

Two squadrons of matadors, pilotless aircraft that can carry atomic warheads, will be sent to the NATO forces this year, the Air Force announced.



How to make chicken noodle soup like *Campbell's*

Well, first of all, you do it the patient, old-fashioned way. The way your great grandma did, back in the days when a woman practically *lived* in the kitchen. For making this delicious soup is a fussy and time-taking job. Chicken simmered slowly to make that good flavorful broth. Then all the breast and leg meat carefully taken from the bones and diced. And, of course, the *noodles*!

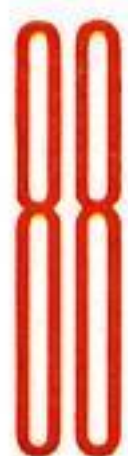
Egg noodles rolled out with a light hand to keep them tender. But *today*, why should you go to all this bother! You can get Campbell's Chicken Noodle Soup anywhere. Rich broth that glistens with chicken goodness.

Plenty of tempting pieces of chicken. And lots of golden noodles.

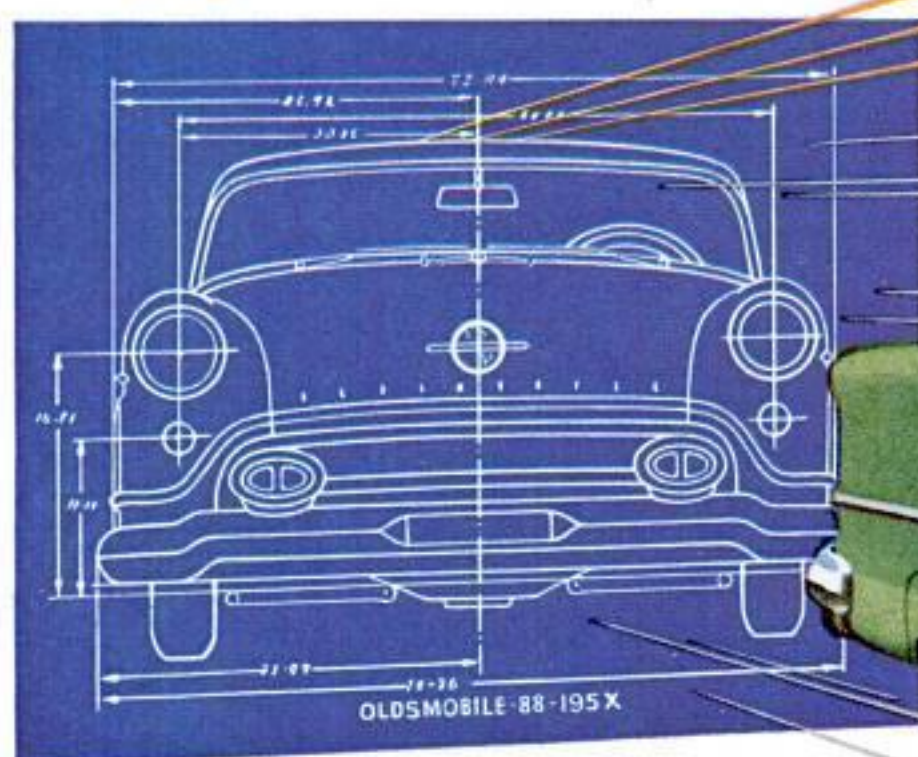
Yours to enjoy—within 3 or 4 minutes after opening the can.



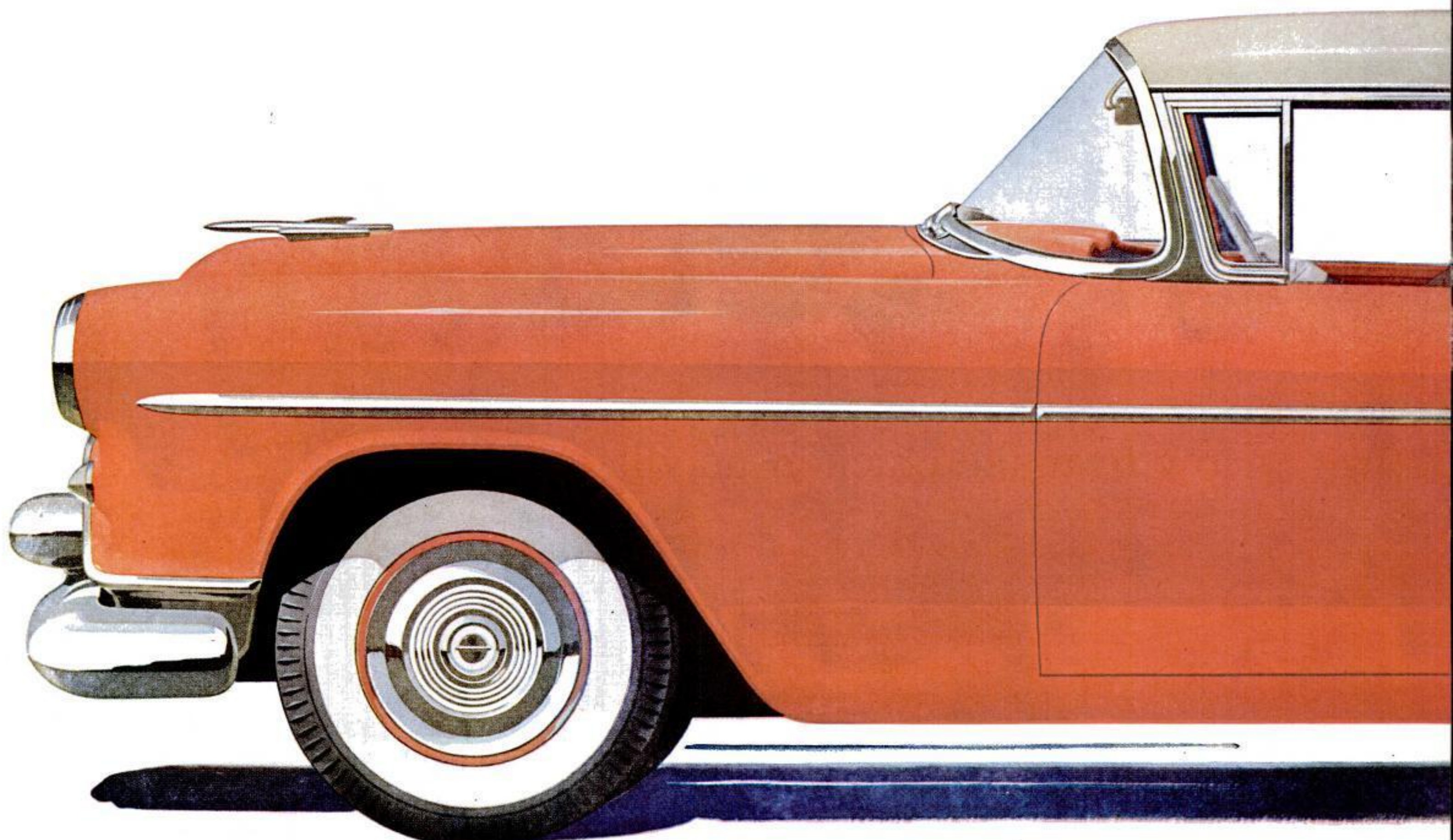
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THAT COULDN'T WAIT!



World's Record "Rocket" **OLDS**

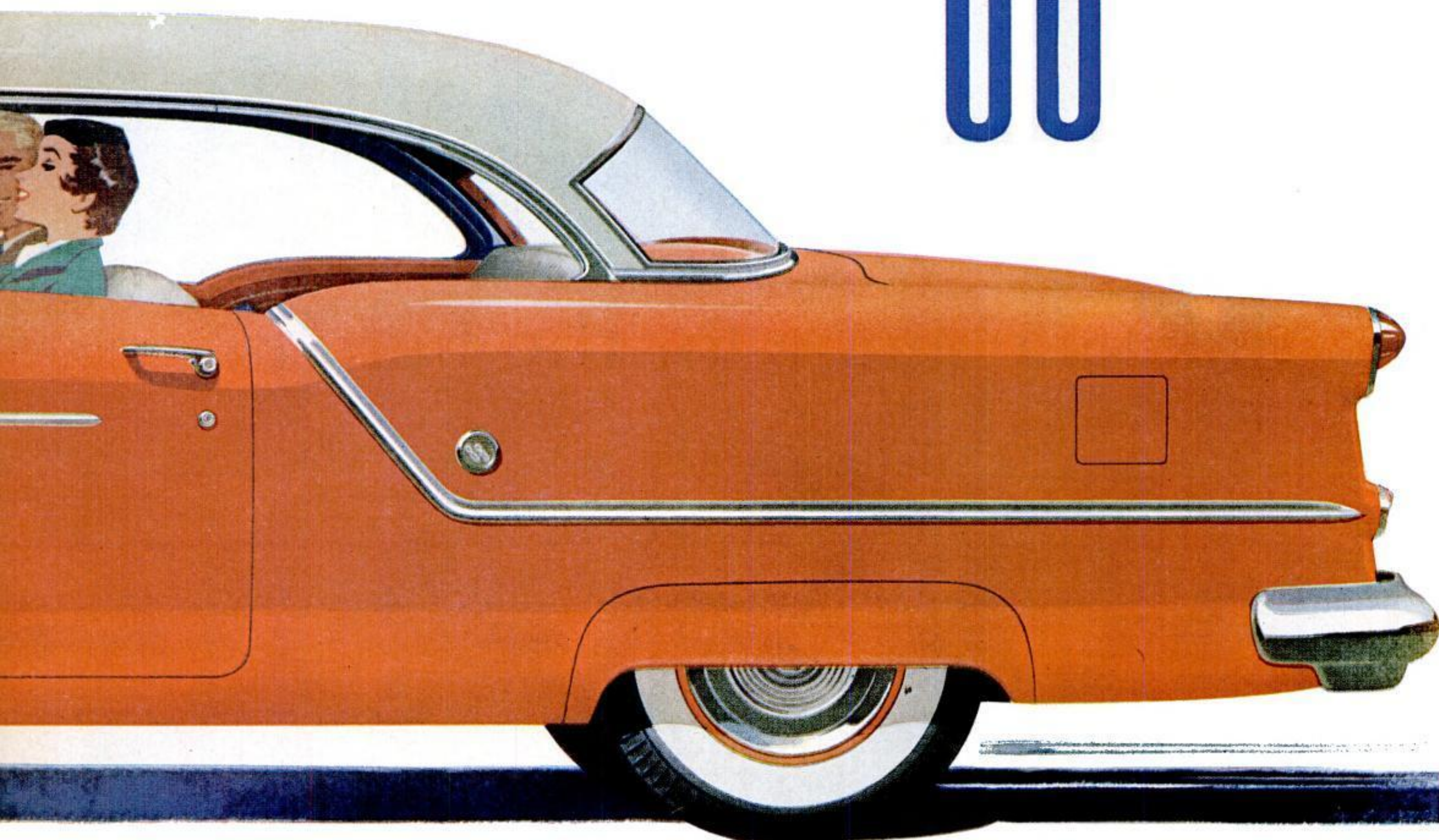


Car illustrated: 1954 Super "88" Holiday Coupé. White Sidewall Tires, Two-Tone Treatment—optional at extra cost. A General Motors Value.

NEW 1954

Announcing . . . Oldsmobile's Super "88" for 1954. This is the "88 that couldn't wait"—the "195X" model that now is being *released a year in advance of original schedule*. Just wait till you see it! With that new, longer, lovelier, low-level silhouette—so low you can look right over the top! With a daring "new slant" in its panoramic windshield . . . a definite "sports car look" in its sweep-cut windows and doors. And just wait till you drive it! There's 185 horsepower in that new World's Record "Rocket" Engine, plus the highest compression ratio in Oldsmobile history. More dazzling performance than ever . . . and new economy, too! So make a date with this *new* "88" . . . it's at your Oldsmobile dealer's *now!*

MOBILE



**Released
a year
in Advance!**

OLDSMOBILES NOW ON GALA DISPLAY AT YOUR DEALER'S



Make a change for the better!

- ★ Better flavor
- ★ Better quality
- ★ Better for your budget

Ask for **Paul Jones**

FRANKFORT DISTILLERS CORP., N. Y. C., BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS

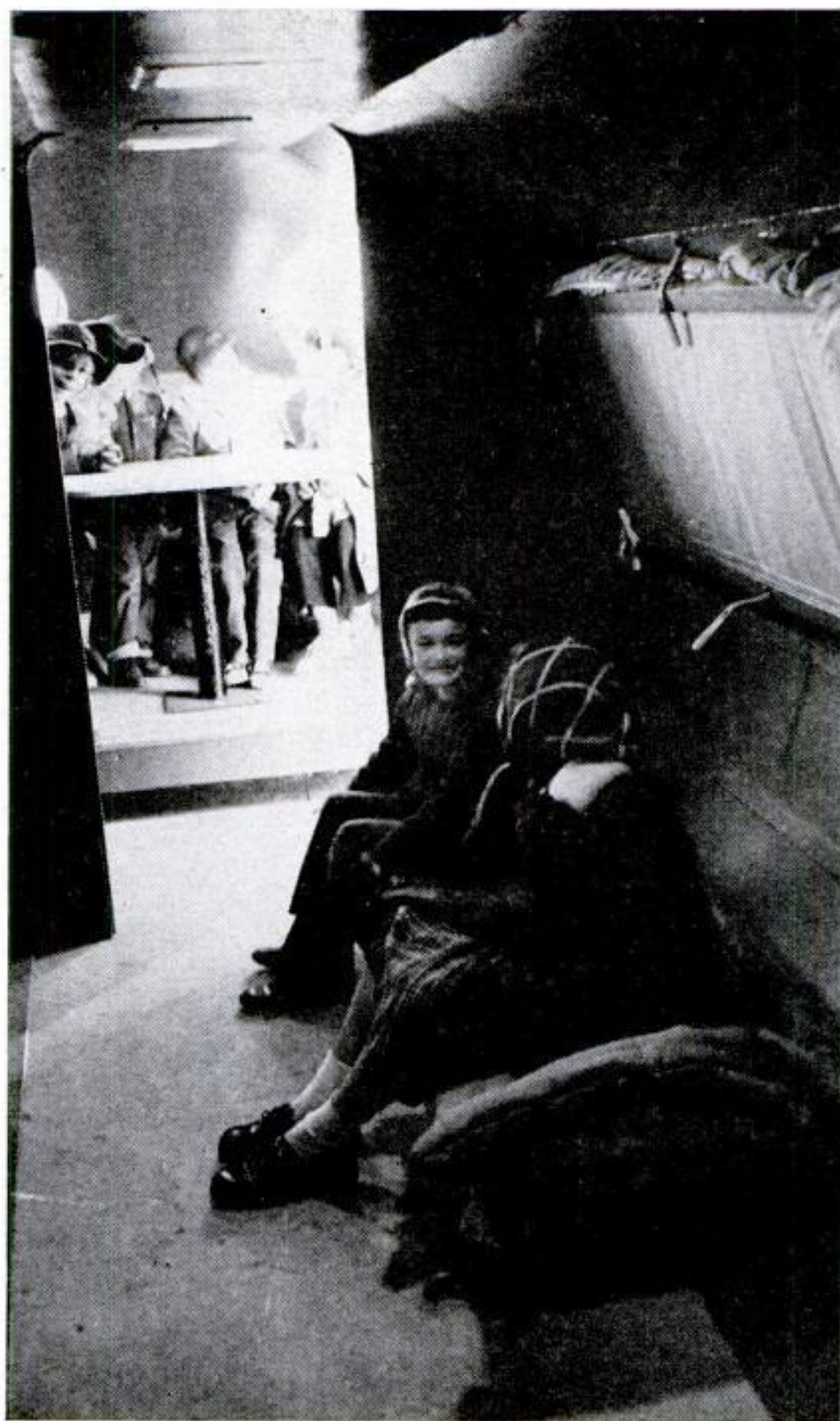


RICKY WEARS PRIZE SPACE HELMET

OUTSIZE PRIZE

Illinois boy, 10, names planet,
wins 35-foot, \$35,000 space ship

All you have to do to win a "life-size" space ship, the Ralston Purina Co. explained to the huge young audience, was to submit a name for Planet X, a body existing only on the Ralston *Space Patrol* program. Thousands upon thousands replied. Last week the winner, 10-year-old Ricky Walker of Washington, Ill., got his prize—a steel space ship 35 feet long and weighing five tons. It cost \$35,000. With it Ricky got \$1,500 cash, a space patrol suit and plastic helmet, a bike. But no one will ever know what name Ricky gave Planet X. The sponsors, for reasons of their own, refused to reveal it and swore Ricky to undying secrecy.



INSIDE, the ship is equipped as a clubhouse with eight folding bunks, table, benches, phone, kitchen and power generator.



RICKY'S SHIP COMES IN and is greeted in Washington's square by kids in cardboard space helmets. Truck on

which it came is also part of prize. Ricky will sell truck, keep space ship in backyard of his parents' modest home.

AFTER SHAVING

Dims Shine Feels Fine Doesn't Show



Finishing touch for every shave! Neutral tint — won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc — *hammerized* for ultra fine texture! Crisp scent!

P. S. Also try new white Mennen Bath Talc for Men!

MENNEN
AFTER-SHAVE TALC
FOR MEN

Also available in Canada





Little girls and big girls, too...
need the Natural Oil Protection of Woodbury Shampoo

When you wash your hair with Woodbury Shampoo, you accomplish three things. Woodbury's rich lather cleanses thoroughly so your hair and scalp are really clean. Second, because Woodbury is a natural oil shampoo, it leaves hair less dry, more lustrous. It actually helps preserve your own natural oils. Third, your hair has "body" so it's easy to manage. Woodbury Coconut Oil Shampoo is economical too. Because so many families use it regularly, it sells for much less than other quality shampoos. Buy this big bottle today!

Woodbury Shampoo... best for all the heads of the family





A LONG TIME EXPOSURE TAKEN ON FIRST STREET IN ASTORIA SHOWS EARTH, TREES AND PAVEMENTS SLIDING PAST PRECARIOUSLY TEETERING HOUSES

ASTORIA GETS THE CREEPS AGAIN

Houses and inhabitants are upset as an old geological quirk keeps an Oregon city sliding downhill

This month residents of Astoria, Ore. had the queasy sensation again that their city was slipping right out from under them. In a two-block area (*above*) along First and West Commercial streets, the land was visibly sliding downhill. It moved as much as two feet an hour, tilting and toppling the houses, buckling the asphalt roads like old linoleum.

Actually, Astoria has had the creeps for a long time. Situated on a ridge overlooking the

mouth of the Columbia River, its buildings rest on a layer of spongy topsoil. After a torrential rain, the soaked ground slips down the impervious shale bedrock underneath, sometimes taking the buildings with it. "We are always having to jack up our houses," says City Manager Brewer Billie. But after a big slide in 1950 jacks were not enough. Twenty-one houses had to be moved or abandoned.

The slide this month began more suddenly

than ever before. "We woke up in the middle of the night," said Cab Driver Harvey LaChance. "The creaking and groaning scared my wife half to death." By morning his house was shifting off its foundation and the furnace was coming up through the living room floor. When the sliding stopped, LaChance and 124 others had fled, and City Manager Billie was offering free city lots elsewhere to homeless Astorians whose property had slipped away.



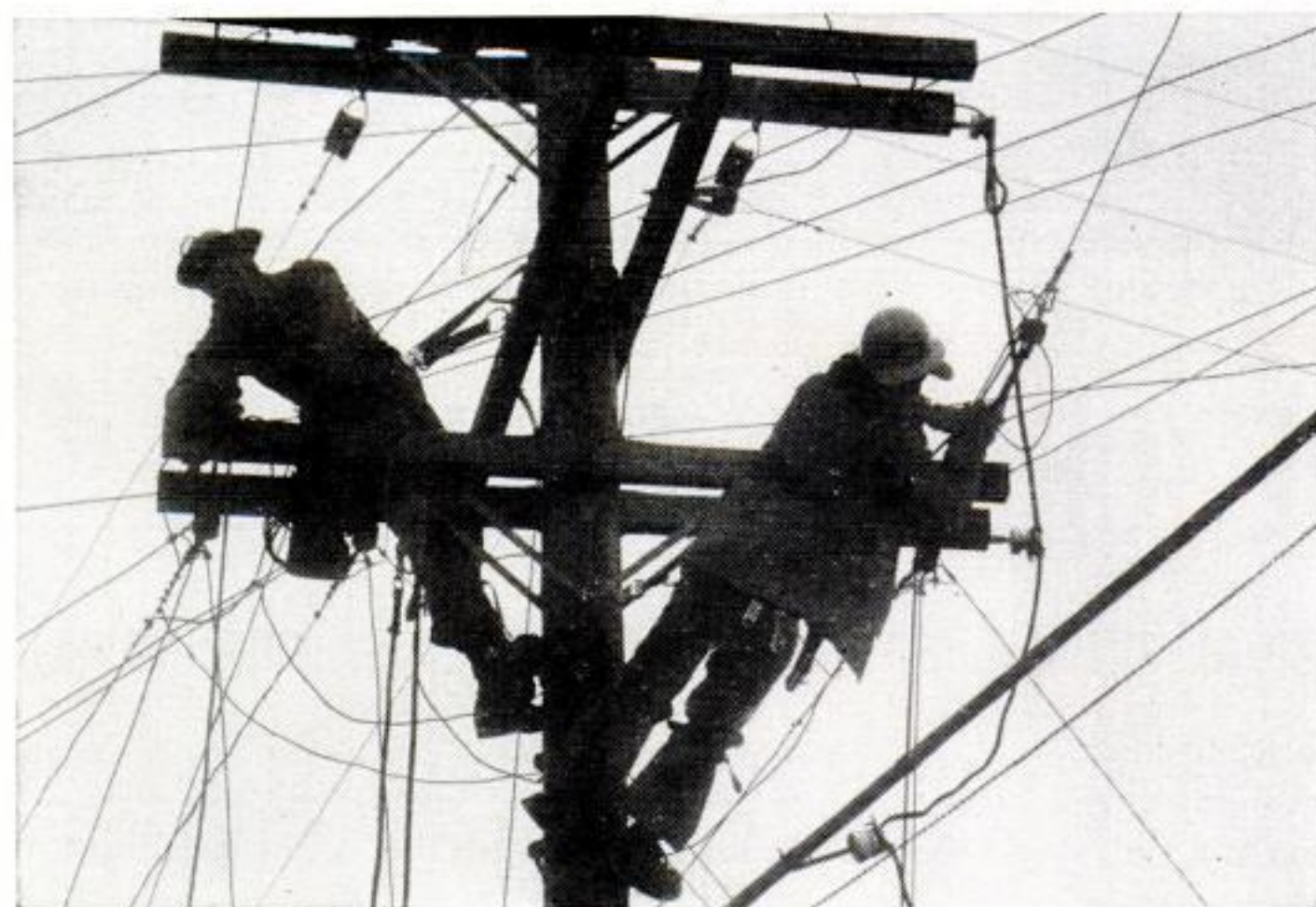
ABANDONED CHAIR remains after a bulldozer pulled down top story so it would not fall on road.

SLIDE AREA shows most of homes affected. They were turned around, shoved together or smashed. →



BUCKLED ROAD is fenced off to all but Red Cross staff helping in evacuation.

SPLIT STREET is climbed by a rescue team bringing hot coffee to slide victims. →



CROSSED WIRES are untangled by crews who mounted moving poles to keep phones operating.

SALVAGED HOUSE is towed away intact by a bulldozer to vacant lot in less slippery part of town. →



FRESH from Kellogg's of Battle Creek



You can't eat this picture, even with sugar on it.

So better look right now and see if you have the real thing on your pantry shelf. Better look, because more people ran out of Kellogg's Corn Flakes this morning than any other cereal. That happens every morning, because Kellogg's Corn Flakes taste best to more people. Always have. Still do.

So, a small suggestion. Whenever you buy any cereal of any kind—puffed, flaked, popped or shredded—include also a package of Kellogg's Corn Flakes. It's sort of “tomorrow-morning-insurance” against being fresh out of Corn Flakes when somebody at your house has his mouth all set for them.

Kellogg's CORN FLAKES

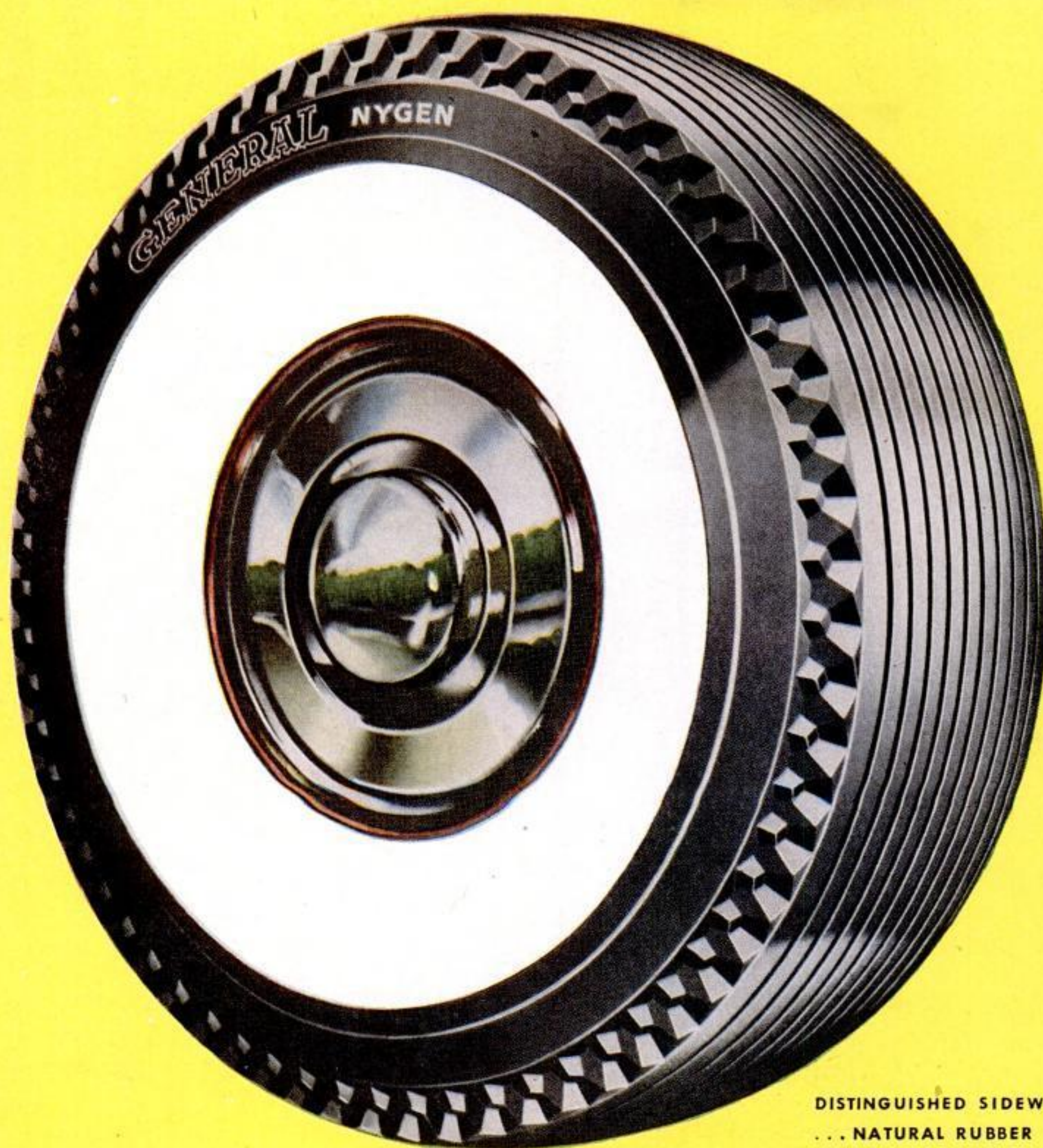


for all you have ever wanted

COMPARISON CHART (Note: The 8:00 x 1.5 passenger car size was used for comparative purposes in the engineering tests which showed these results.)

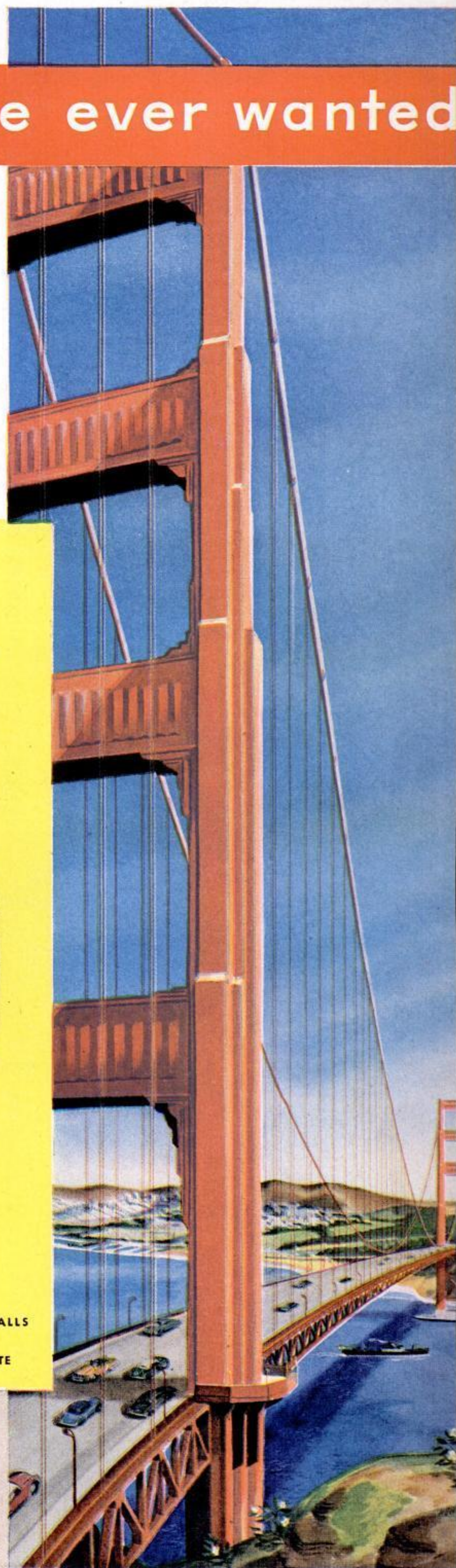
	Length of Cord in Yards	Carcass Strength in Pounds	Bursting Pressure	Tire Weight
General Tire with Nygen Cord	5,835.9	4,620	360	31.90
Tire A	3,979.6	1,845	220	27.66
Tire B	3,846.8	1,961	215	28.81
Tire C	3,582.5	2,329	205	26.4
Tire D	3,920.9	2,312	219	25.22
	More than a mile MORE in every case!	From twice to 2½ times greater carcass strength in every case!	NYGEN withstands blowouts at 15 times the normal air pressure!	Pound for pound, NYGEN is stronger than steel cables!

In addition, the Hygroscopic Factor, or moisture absorbing property of NYGEN was found to be $\frac{1}{5}$ that of the cord material used in the other four tires. Furthermore, moisture has no weakening effect on NYGEN.



**DISTINGUISHED SIDEWALLS
... NATURAL RUBBER
WHITE-THAT-STAYS-WHITE**

The amount of Nygen cord in the smallest size General passenger car tire is strong enough to pull one of San Francisco's famous cable cars, fully loaded, up the 18.3% grade of the California Street hill! Pound for pound, Nygen cord is actually 3 to 4 times stronger than steel cables!



in Extra Safe Long Mileage

General's new NYGEN cord gives this tire astounding strength

➤ **Pound for pound, Nygen Cord is Stronger than Steel Cables!**

➤ **The carcass strength is $2\frac{1}{2}$ Times Greater!**

➤ **Repeated tests prove its blowout pressure is 15 Times its Normal Air Pressure!**

To be safe under all modern driving conditions—with long mileage, quick stopping and all other desired features—a tire has to be tremendously *strong*.

With previously known cord materials, the tire of ideal strength was impossible—without building it so heavy that it would defeat its own purpose by generating enough internal heat to cause it to blow out.

To meet this problem, General's research engineers set to work developing an entirely new and stronger

cord. NYGEN is the tire-history-making result of that search.

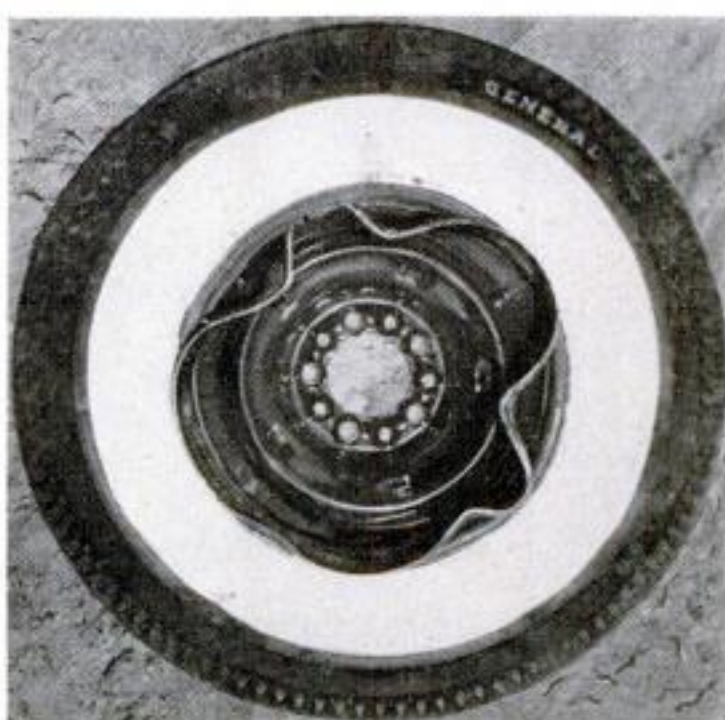
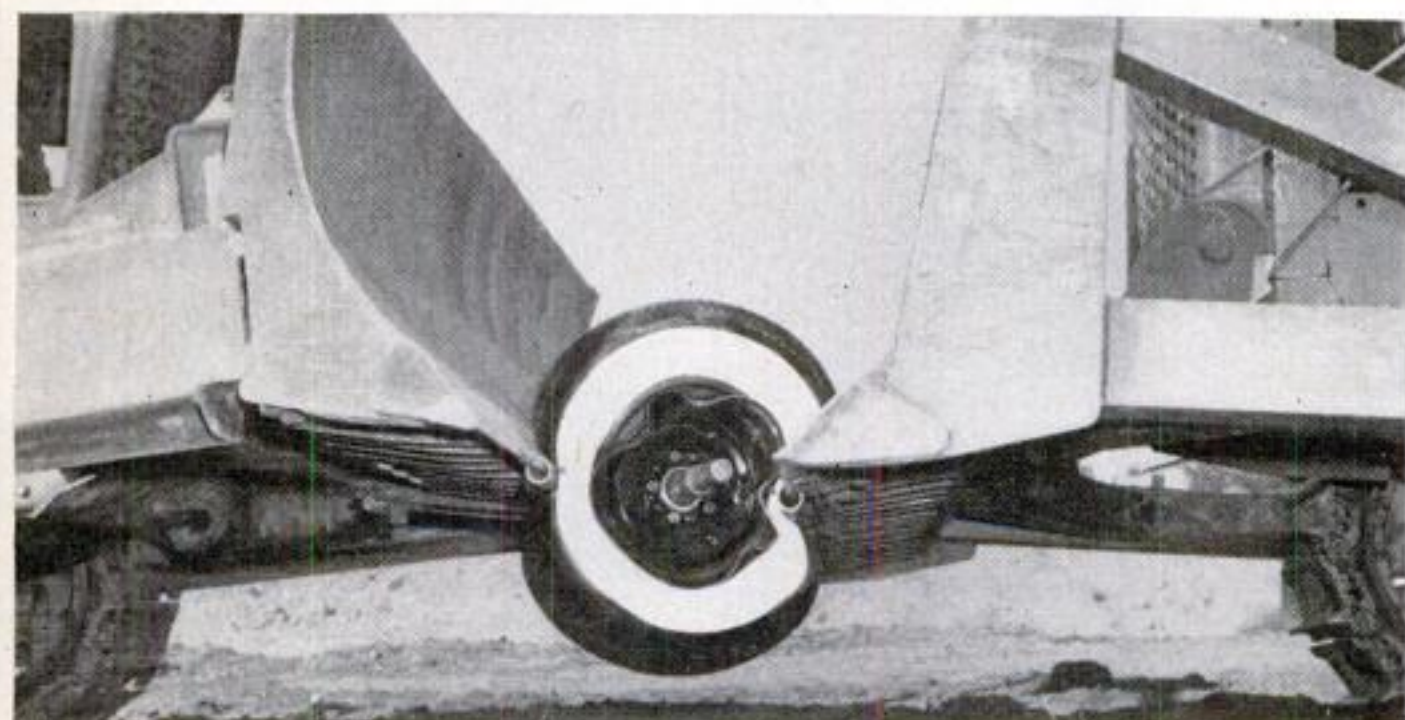
The General Tire with Nygen Cord is not merely in limited, experimental production for advertising purposes. It is at your General Tire Dealer's NOW.

See him today. Drive with a new peace of mind—from the moment you put them on your car. If buying a new car, be sure to ask your car dealer about how easy it is to change-over to this beautiful, extra-safe General.

**THE
GENERAL
TIRE**

WITH NEW
**NYGEN
CORD**

BULLDOZER TEST PROVES NYGEN'S ABILITY TO TAKE REPEATED TORTURE



This General Tire with Nygen Cord, mounted on a standard 15-inch passenger car rim and wheel, was suspended between these two giant earth-moving machines with upraised blades. Simultaneously, the two

powerful bulldozers lunged, rammed the blade into the tire, bending the rim flanges in four places. They backed off, the tire was rotated slightly, and the two machines charged again. Again, the blades were driven into the

rim, distorting the steel flanges. This torture test continued until the rim was mangled as pictured at the right. At the conclusion of this repeated test of tire strength, the General Tire was still fully inflated and unharmed.

NYGEN CORD IS NOT WEAKENED BY "DAMP ROT"

"DAMP ROT" is the weakening action set up in ordinary tire cords by the moisture which seeps through tiny tread cuts. It is the unseen cause of blowouts which occur under the impact of sudden stress on weakened cords—heat at a high speed, flexing on a curve, or the strain of a quick stop. Nygen cords absorb practically no moisture and can be submerged in water indefinitely without being weakened.



Colonel Higbee's guests spread over the Old South the news of pancakes made by Aunt Jemima—light, tender pancakes with a flavor their own cooks somehow could never match.

Aunt Jemima legend

You can't duplicate it in a homemade batter; you don't get it in any other mix...

the matchless

4-flour flavor of Aunt Jemima pancakes



FOR BUCKWHEATS get
Aunt Jemima in
the YELLOW box.

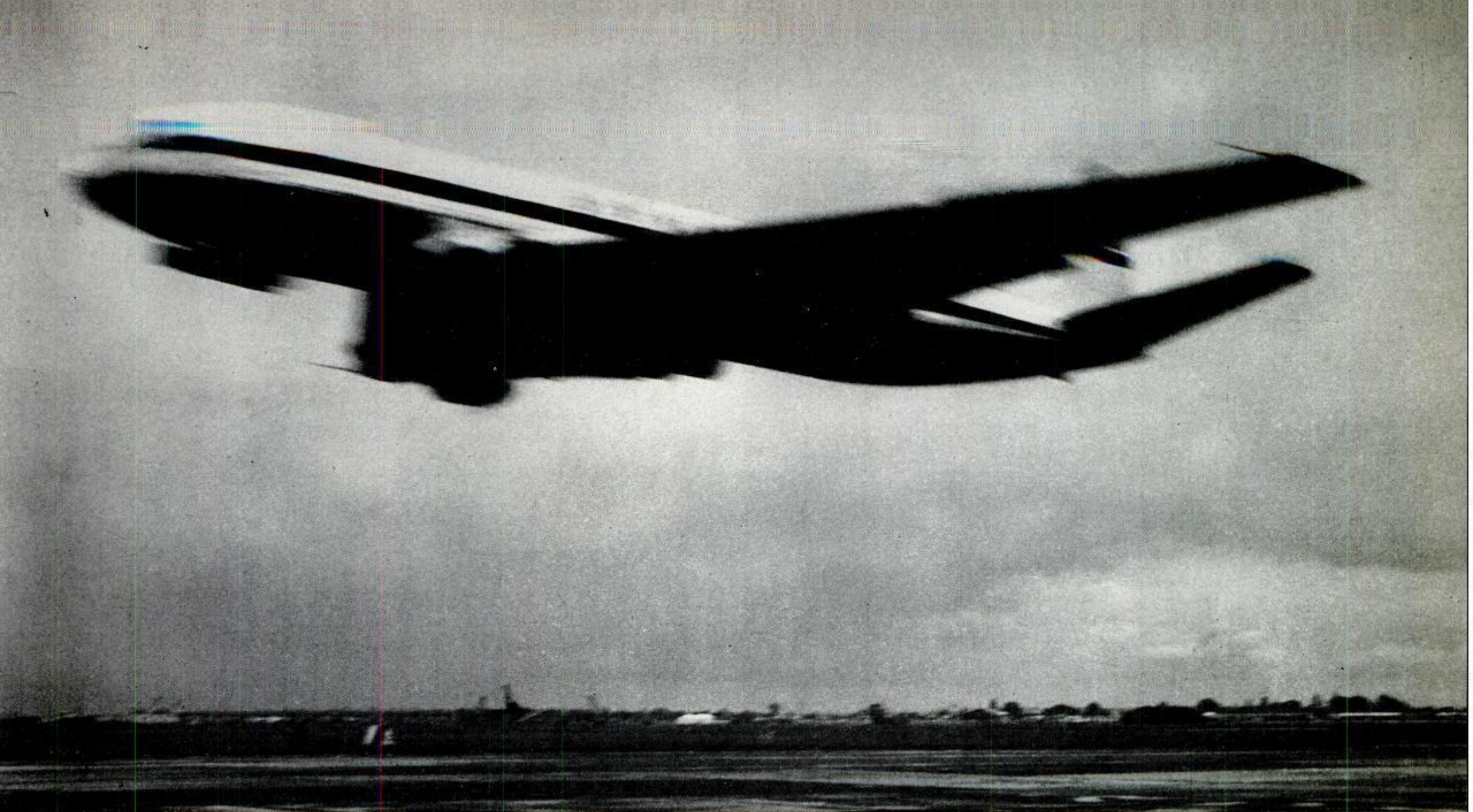


Wheat, corn, rye and rice flours are blended in the treasured Aunt Jemima recipe... to give you the tenderest, best-tasting pancakes you ever had!



AUNT JEMIMA WINTER SUPPER. Use the Deluxe recipe on the Aunt Jemima Pancake Mix package. Bake pancakes on hot lightly greased griddle, using $\frac{1}{4}$ cup measure for each. Serve piping hot with pork sausages and fruit cups, made by loosening segments of orange halves and topping with other desired fruit.

Don McNeill's Breakfast Club is cheery; ABC Radio, weekdays.



COMET'S FIRST PASSENGER FLIGHT BEGAN WITH THIS LONDON TAKE-OFF IN 1952. WHEN THE SAME SHIP CRASHED LAST WEEK ALL COMETS WERE GROUNDED

DID THE JET AGE COME TOO SOON?

No, even though the British are going through a painful time ironing out the famed Comet's bugs

by WILLIAM D. PERREAULT and ANTHONY VANDYK

Staff Editors of American Aviation magazine

NOT since the great ship *Titanic* went down had the British people felt such a stunning blow to their pride as masters of transport. The *Titanic* was to have been queen of the ocean sea. But Britain's swift and majestic airliner, the Comet, was to be overlord of the limitless ocean air. Last week the Comet was grounded.

From the outset the Comet made the world catch its breath in admiration. On that momentous May 2, 1952 when, after five years of building and testing, the slim, silver-winged Comet carried its first paying passengers from London to Johannesburg in 23½ hours, headlines shouted the news around the world. The first jet-engined transport, long dreamed of, was a reality. Thousands of photos blazoned the B.O.A.C. (British Overseas Airways Corp.) speedbird crest beside the No. 1 Comet's cryptic factory serial designation: G-ALYP.

All went well for many weeks thereafter. Passengers flocked to hurtle from London to Rome in little more than two hours (one newsman, tired of London spaghetti, flew to Rome for lunch and returned the same afternoon). From the Comet's lordly eight-mile altitude, above all clouds and weather, Europe itself looked little bigger than a map. The sky above seemed dark because the air was so free of dust that the sun's light had little to reflect against. Never before had travelers come so close to the silent, effortless flight of birds. Within the plane on the ground the demoniac whine of the four kerosene-gulping de Havilland Ghost engines could scarcely be heard (outside they sounded like all the banshees from hell). The Comet did not lumber, strain and groan on take-off like propeller-driven planes; it rose as lightly as a feather on the breeze. "Flying a Comet after flying a regular plane," said one pilot ecstatically, "is like driving a racing car after driving a truck." Aloft, there was none of the deafening roar or the nerve-wearing, floor-rattling vibration of piston engines. There was so little motion that a coin could be stood on end, a pencil balanced. And if a passenger made the mistake of reading a newspaper on London take-off, Paris would vanish before he unfastened his seat belt.

But five months after the first flight, on Oct. 26, 1952, a Comet taking off from Rome's Ciampino Airport did not quite get off. At

the moment of lift the tail was dragging along the ground like a surfboard, and the ship dropped back to join it. It was wrecked but nobody was killed. Government investigators put the whole thing down to "pilot error." Then, five months later, came the affair at Karachi. This time the pilot was one of the de Havilland company's most trusted pilots, long trained on Comets. Yet on the Karachi take-off, he, too, dragged the Comet's tail and he, too, crashed, killing himself and 10 others. After that it was clear there was something more than "pilot error" involved.

Then came the first flight's anniversary—May 2, 1953. It was an ill-starred day. On that day a B.O.A.C. Comet leaving Calcutta fell six minutes after take-off, killing 43 aboard.

Meantime three of the latest Comets had gone to France's U.A.T. After a few months' service one of these ships, landing at Dakar in French West Africa, was unable to stop at the end of the runway. It cracked up. Nobody was killed, but a fourth Comet was gone.

Last week came the most devastating blow. In midmorning the Comet, fresh from Beirut, had taken off from Ciampino in Rome. In half an hour, climbing at its usual rate of 1,000 feet a minute, it was about six miles high and approaching the fabled isles of Elba, where Napoleon was imprisoned, and of Monte Cristo, where the fictional count had been. Somewhere above the islands, and between them, the Comet apparently exploded. Another 35 victims hurtled into the Tyrrhenian Sea. As the waves swallowed up the splintering fuselage, they obliterated serial designation G-ALYP; it was the famous Comet of Flight No. 1.

Five Comets were gone out of 21 so far made and one other was being dismantled for structural tests. The next day B.O.A.C. grounded the planes.

All over the world, people who had only recently gaped at the Comet's prodigies asked, "Is there something wrong with the plane? Are jet transports doomed? Did the jet age come too soon?" The answer to the first question is: Yes, there is something wrong with the Comet, as there has been with every new transport of whatever origin. The answer to the other two questions is: No, accidents can no more



CALCUTTA CRASH in May 1953 killed 43, strewn wreckage over six miles. A witness said lightning hit it and plane came down "like a boulder of fire."

THE COMET CONTINUED

prevent the birth of faster means of transport than boiler explosions could kill the steam locomotive or the steamboat. Or, for that matter, than the *Titanic* disaster could interrupt man's building of larger and swifter ocean liners.

To understand what is wrong with the Comet one must first understand what the British tried to do with it. The steamship is a good analogy. In the first half of the 19th Century, America's swift Yankee Clipper sailing vessels were the rulers of ocean commerce. But while Americans were preoccupied with using steam to develop their vast hinterland, the British used it to regain the sea's supremacy. Even by the *Titanic*'s time the U.S. had not caught up and has only begun to do so now with the new *United States* and fast *Mariner*-type freighters.

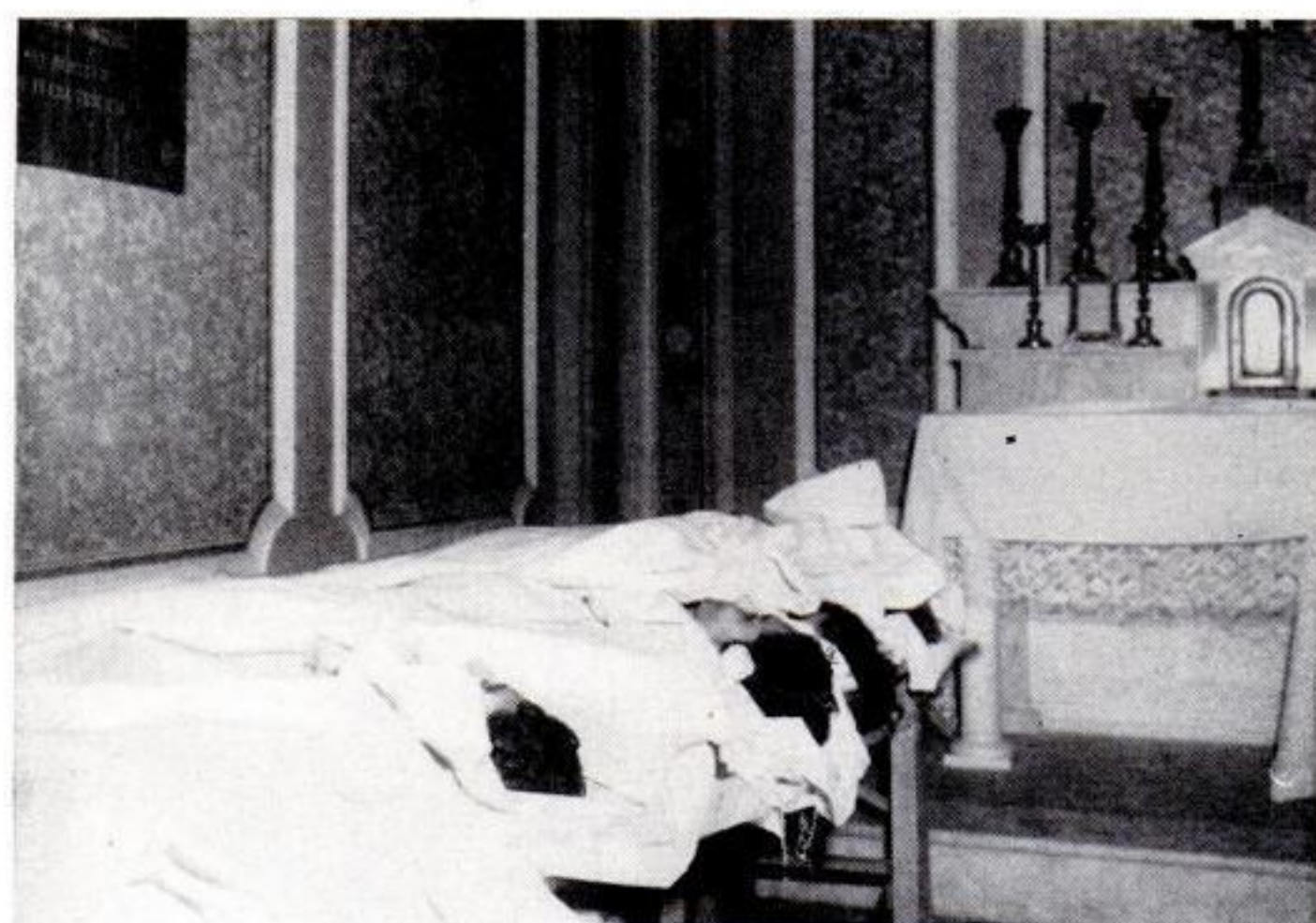
In the air it was another matter. For one thing, the Wright brothers gave America first step to dominance. For another, America was the first to develop efficient transport planes. After World War I the only British transports were lumbering, converted bombers like the Avro-Lancastrian. The U.S. made an unsuccessful stab with the Ford trimotor, which carried a heavy load but lost money. Then, simultaneously with Germany's development of the Junkers 52, came the Boeing 247, which, like the Junkers, offered the first low-wing monoplane transport capable of carrying passengers at a profit.

Boeing then lost its lead to Douglas, whose DC-2 was similar but even more economical. Out of it grew the DC-3, which was queen of the prewar airlines, and, as the C-47 (British name: Dakota), became the workhorse of World War II. And out of that came the great four-motored DC-4 or C-54, which, as of 1943, was mightier than any transport man had imagined a decade before. It has long since been superseded by such faster and roomier giants as the DC-6 and DC-7, the Lockheed Constellation and Super-Constellation, and the Boeing double-decked Stratocruiser. But the DC-6 marked, as nothing else did, the superiority of U.S. transport planes to the British at World War II's end.

The reason was not merely that Britain had been slow to develop transports in the period between the two wars. It was also that in the 1939 emergency its main efforts had to be concentrated on the defense of Britain—i.e., on extremely fast but short-ranged interceptors like the Spitfire. The "Spit" saved Britain, but it could stay up little longer than it took to cross the channel and return. Moreover, once the Grand Alliance was joined, a joint decision was made for the U.S. to concentrate on multi-engined planes, the British on fighters and bombers.

That decision cut two ways. It gave the U.S. a tremendous edge on the whole postwar transport field, as witnessed by the necessity for B.O.A.C. to buy American-made Constellations and later Stratocruisers. (A Stratocruiser was used for the initial leg of the current world tour of the queen and her consort.) But it also gave the British at least a three-year edge in jets. And so, at war's end, when the British considered how best they might overtake America's lead in air transport, de Havilland chose the bold gamble of trying to overleap all of the U.S. supremacy in piston engines and bring to birth the first jet transport.

Let nobody say that de Havilland did not win the gamble. De Havilland's pioneering revolutionized air transport. In the first two years of its existence the Comet dazzled the eyes of such U.S. air Vikings as Pan American's Juan Trippe and Eastern's Eddie Ricken-



ELBA CRASH victims (above) this month got mass funeral at altar of cemetery chapel on island after 15 bodies were fished from sea. Twenty are still missing.

backer. Trippe has placed a firm order for three. Rickenbacker made a qualified offer for a Comet fleet, which, if it seemed mainly like bluff, nevertheless scared the three major U.S. transport makers—Douglas, Lockheed and Boeing—out of their penny-pinching reluctance and into the blueprinting of jets. All are still only blueprints save Boeing's, which is now being built at a cost of \$20 million.

What is wrong with the Comets?

EVENTS have shown that aeronautical engineers still have a lot to learn about the performance of airfoils (wings) under jet conditions. In a piston-driven plane the pilot, on take-off, can pull the ship up as sharply as a 15° angle without "stalling" (i.e., losing flying speed and falling). But a Comet will stall if its nose is lifted any sharper than a 3° angle on take-off. This means that it has to be nursed into the air with the slightest possible lift. Consequently it is much more likely to hit ground obstructions or conversely, if pulled up too quickly, to fall.

Moreover a conventional, piston-driven plane is helped into the air by what is known as the "ground cushion," a buoyancy created in part by the propeller slipstream and by compression on the air beneath the wing surfaces. After the Karachi crash, de Havilland's engineers began making stall tests on the ground and discovered that, perhaps because of the absence of propellers or the symmetry of the wing, or for some other reason, the Comet gets no "ground cushion" lift. On the contrary it gets a downward push which can make it stall. To overcome these shortcomings de Havilland is now building a bigger, modified wing on the Comet II and III.

The Dakar crash points up another danger inherent in jets—the fact that, having no propeller, they cannot use the braking action of reversed props. De Havilland is working on that too, trying to create a reverse thrust which will help the speedy jets to slow down.

Critics find other flaws in the Comet. One is that the great altitudes required for its efficient flight also require so much pressurization (eight pounds to the square inch at 40,000 feet vs. four for the DC-6 at 18,000 feet) that if anything pierces its skin the whole plane may explode like a balloon. Even if the ship stayed together, the "explosive decompression" would be such that crew and passengers would be apt to die of the "bends" before the pilot could reach safe altitude. There are some indications that the passengers in the fifth crash died of such decompression.

Another economic drawback to the Comet is the fact that, despite its terrific cruising speed, its average speed on a flight is cut down considerably by the half hour or so it spends climbing to reach the 40,000-foot level where it is most efficient, and in the hour or more it spends descending before landing.

There is less agreement on whether the Comet's housing of its engines inside the wing is dangerous. Some American designers, pointing out that each engine's compressor whirls at 15,000 rpms, warn that a single rotor blade, flying off, could chew the wing to pieces. There is also an obvious fire hazard. For this reason Boeing is designing its jet transport (p. 54) with engine pods suspended below the wing as in the Boeing B-47 bomber. Boeing says some of these engines have caught fire and dropped off without burning the ship.

All of these matters aside, nothing has happened to jet transports which has not happened, in varying degree, to all the great transport ships on which the U.S. and the world depend. The DC-4 (or C-54)

CONTINUED ON PAGE 54

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

*Reach for
the jar with
the stars
on top!*

A Product of
General Foods

The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!

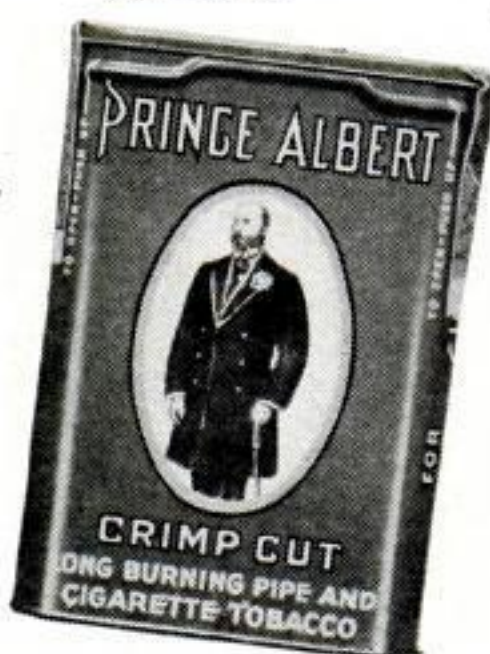


MORE MEN SMOKE



Prince Albert

than
any other
smoking
tobacco



R. J. Reynolds
Tobacco Co.,
Winston-Salem, N. C.

soothes



throat

Allow a medicated F&F COUGH LOZENGE to melt on your tongue—swallow the medication—repeat this four times.

in 5

Your throat will feel better, sore areas soothed, irritation reduced. F&F LOZENGES cover throat with **real medicine**. F&F LOZENGES can help you. Get some today.

Swell for smokers, too!

swallows

Try Original Medicated or Wild Cherry



HUNTING BUGS that may have caused fatal crash, de Havilland experts are shown examining a Comet piece by

piece, looking for possible defects. The builders of every new transport put into service suffered similar headaches.

THE COMET CONTINUED

occasionally blew up mysteriously in its early phases. The suspicion finally settled on gas fumes from midship tanks. The Constellation, now a very reliable plane indeed, was grounded at the beginning after a fatal crash caused by faulty electrical equipment. And of Douglas's first DC-6s two came down in flames before a Civil Aeronautics Board investigation revealed that gasoline fumes were leaking out and being ignited by the plane's heater, setting fire to the cargo hold.

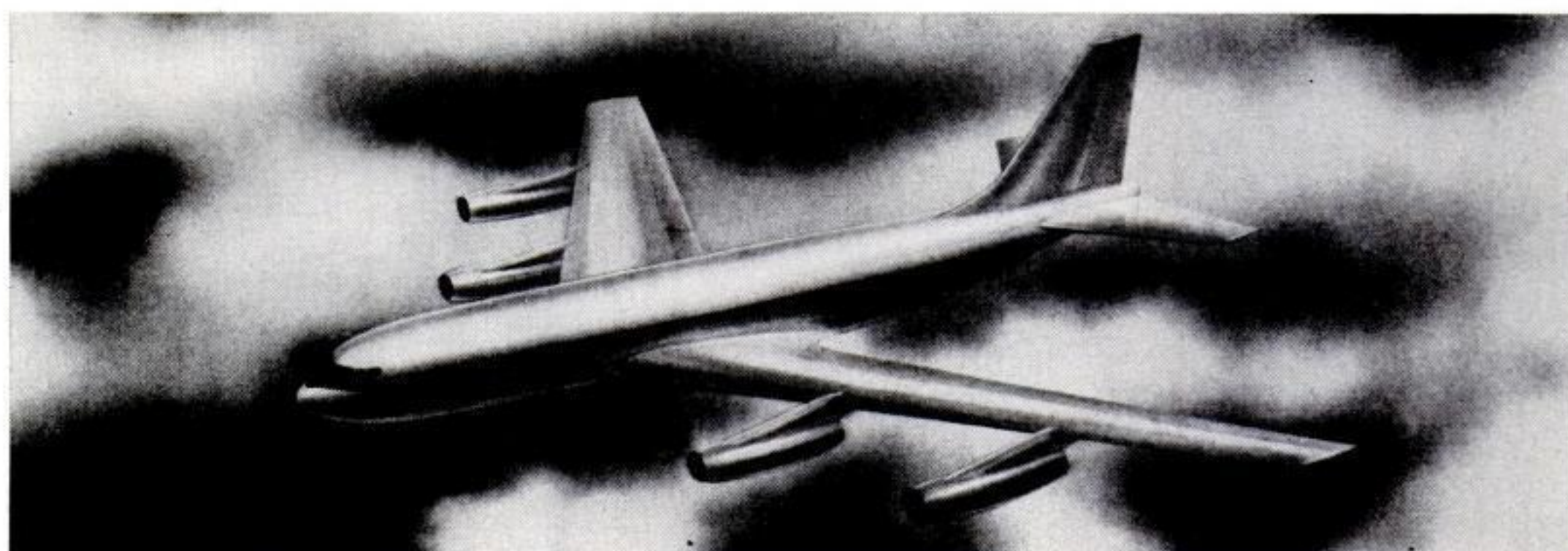
All of these things were corrected in the only way they ever are, by discovering all the hidden bugs in the ship as it performed. One may similarly assume that the bugs in the Comet will be quickly found, and that the bigger, longer-ranged Comet IIs and IIIs now coming into production will be safer planes. Whether they are or not, the memory of the fatalities will die as quickly as those of any train wreck or automobile collision.

Accidents cannot set jet transport back. If anything, they will accelerate its development. For there is now an international race for supremacy in jet transports. America's own Pratt & Whitney has completed the J-57 engine which is the most powerful now in production—the first to exceed 10,000 pounds of static dry thrust. It is around this engine that Boeing is building its transport, which is expected to be ready for test flights in August. As the British tried to overleap all the American advantage in piston development, Boeing is trying, with this plane, to overleap all the British superiority in transport jets. Not even the Comet III will have enough range to fly the Atlantic without stopping to refuel. Boeing is trying to build a plane that will. Moreover the Comet III will hold no more than 80 passengers. Boeing's is being built to hold 120.

However, not all British hopes rest with the

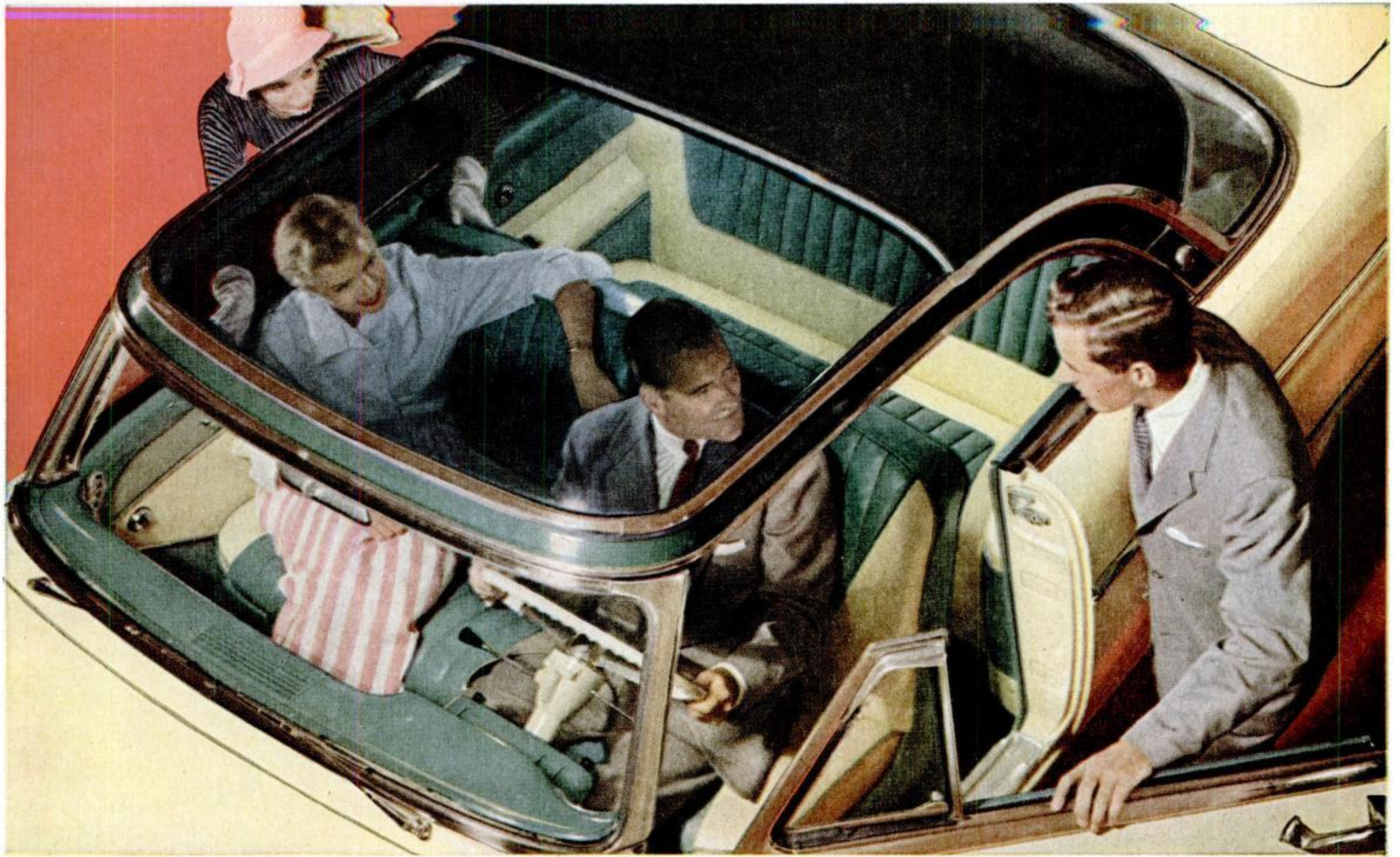
Comet. Vickers-Armstrongs is building a jet transport designed to fly upward of 600 mph with 100 to 150 passengers and able to cross the Atlantic nonstop. This jet is being built for the Ministry of Supply whereas Boeing is taking its gamble without any orders from any airline or any developmental subsidy from the Government. Other American builders have held back so far in the belief that a money-making jet transport cannot yet be designed and that, as a consequence, no U.S. airline would buy it. This seems to be gainsaid by Rickenbacker's eagerness to get jets, but C. R. Smith, boss of American Airlines, the biggest in the U.S., sings another tune. "We can't go backward to the jet," he says. "I'm interested in cheap transport and a more efficient machine, not in more expensive machines." Indeed, it is true that Boeing's 707 is likely to cost \$3.5 million or more as against \$1.7 million for a Super-Constellation.

The new battle will be between turbojets—pure jets—and turboprops which use the power of the gas turbine engine to drive a propeller. The major drawback to jet transports is that they are efficient only on relatively long flights—and that they gulp fuel so rapidly that any "stacking up" at airports eats up their profits. Turboprop transports, which are slower, can make short-haul flights efficiently and can stack up indefinitely at no great cost. The probable outcome is that both ships will be the planes of the future, each for its own proper purpose. What the next stop after that will be, nobody knows. Last week Jimmy Doolittle, who was the first man ever to take a bomber off from a carrier deck, predicted that it will be an atomic-powered plane and that it will come within 25 years. Such a plane would be theoretically possible now except for the great weight required by the shielding to protect the occupants from radioactivity. Few would dare predict that man's ingenuity will not find a way around that.



BOEING 707, shown here in sketch, will be the first U.S. jet transport ever built and is expected to be test-flown in

August. The company has staked \$20 million of own funds in this giant gamble to overtake the British lead in jets.



SEE THE SCENERY THROUGH THE ROOF—see traffic lights easily—yet tinted transparent top protects against heat, wind, glare.

Presenting The Sun Valley— America's First Transparent-Top Car

You've seen pictures of dream cars of tomorrow. But you couldn't drive them, couldn't buy them. Now—for 1954—Mercury presents America's first transparent top car to be put into regular production.

There's a new, entirely different feeling in driving the Sun Valley. The entire front half of the roof is Plexiglas, tinted to ward off the heat and glare of the sun. You have a wonderful sensation of driving with no top at all—except that you enjoy the wind and

weather protection of a standard sedan or hardtop.

But the Sun Valley is far more than the forerunner of a new style trend. Like all other 1954 Mercurys, it's powered by the new 161-horsepower Mercury V-8 engine that makes any driving easy. The new Mercury Sun Valley is bound to cause more comment and more excitement than anything else on the road for 1954. See it today at your Mercury dealer's!

MERCURY DIVISION • FORD MOTOR COMPANY

NEW 1954

MERCURY

A new kind of power
that makes any driving easy





UNDER THE GENTLE URGING OF A PORTLY LADY IN WAITING, THE MONARCHS OF TONGA AND GREAT BRITAIN SIT EATING A NATIVE FEAST WITH THEIR FINGERS

CROSS-LEGGED QUEENS DINE IN STATE

As she proceeded on her voyage through her realm below the equator, Queen Elizabeth of England could look back on her visit to Tonga (LIFE, Jan. 11) as one of the visual and gastronomic triumphs of her tour. The guest of Queen Salote Tupou, who had been her guest at the coronation in London last June, Elizabeth sat herself beside her hostess cross-legged on a floor mat before a low trestle table in the royal dining pavilion in

the great *mala'e*, or park. Flanking the two queens at the feast were Crown Prince Tungi of Tonga, Salote's eldest son (*above left*), Elizabeth's husband, the Duke of Edinburgh, and Salote's second son, Prince Tu'ipelehake (*right*). While crowds of other guests, gathered in the park, chewed and watched, Queen Elizabeth without the help of knife or fork bravely attacked her share of a banquet of 4,200 suckling pigs and 2,100 chickens.



IN NEW ZEALAND Maori chieftains, who wear Western clothes in daily life, dress up for queen.



HOT GEYSER blows off in Whakarewarewa village where a guide answers Edinburgh's questions.



HOT POTS, the natural hot-water holes which Maoris use for cooking, are shown queen and duke.



CHIEF HENARE TOKA, DRESSED IN CLOAK OF WOVEN FEATHERS, LEADS ELIZABETH TO HOUSE WHERE MAORIS SIGNED TREATY WITH BRITISH 114 YEARS AGO

BLESSINGS OF THE GODS for the queen, who is approaching temple through masses of Maori maidens singing and chanting, will be asked by the high priest.



BLESSINGS OF NATURE are shown the queen at the Waikato agricultural fair in Hamilton, where proud New Zealand dairy farmers displayed best cattle.



THE WINNER!

Pillsbury's 5th Grand National Recipe & Baking Contest

\$25,000 CAKE RECIPE



The Lady with the Inspiration, Mrs. Bernard Kanago of Webster, South Dakota, immediately after receiving check for \$25,000, is shown with Art Linkletter at Awards Luncheon, Waldorf-Astoria Hotel, New York, December 15, 1953.

*South Dakota woman wins
Grand Prize in 5th Pillsbury
Bake-off with "My Inspiration"
Cake, which gives the effect of 4
layers in a simple 2-layer cake*

FOUR LAYERS OF CHOCOLATE...

TWO NUT-CRUSTED TOPPINGS...

QUICK-MIX METHOD

Call it "inspiration" or what you will, Mrs. Kanago of Webster, South Dakota had a happy idea when she set out to make a very special kind of cake—that any woman could bake and enjoy. She took chocolate, nuts and a quick-mix cake batter, and created an amazing new way to bake them all together. The inspired result, as you can see, has all the elegance of a four-layer cake. And you just ought to taste it!

Why not make "My Inspiration" as Mrs. Kanago does—with Pillsbury's Best? "It seems to me," says Mrs. Kanago, "when I use Pillsbury's Best I never have any failures."

Pillsbury's BEST

The GRAND NATIONAL Flour

*Watch for More
Prize-Winning Recipes
at your Grocer's*

or write Ann Pillsbury, Box 2
Minneapolis, Minnesota



"My Inspiration" Cake calls for only one simple batter, only one simple frosting—and look at the cake you get! Two tender layers—each one with its own ribbon of chocolate inside and crust of toasty nuts on top. Easy to make and to crown with chocolate-and-white frosting.

THE \$25,000 "MY INSPIRATION" CAKE

by Mrs. Bernard Kanago, Webster, South Dakota

Adapted for your use by Ann Pillsbury

This recipe won with Pillsbury's Best. Results are guaranteed only with Pillsbury's Best.

BAKE at 350° F. for 35 to 40 minutes.
MAKES two 9-inch round layers.

- Place.....** 1 cup finely chopped **nuts** evenly over bottoms of two well-greased and lightly floured 9-inch round layer pans.
- Grate.....** 2 ounces **sweet or semi-sweet chocolate**; reserve.
- Sift together** 2½ cups sifted **Pillsbury's Best Enriched Flour**
4 teaspoons double-acting **baking powder**
1 teaspoon **salt** and
1½ cups **sugar** into mixing bowl.
- Add.....** ⅔ cup **Crisco**
1¼ cups **milk** and
1 teaspoon **vanilla**.
- Beat.....** for 1½ minutes, 150 strokes per minute, until batter is well blended. (With electric mixer blend at low speed, then beat at medium speed for 1½ minutes.)
- Add.....** ⅔ cup **egg whites** (4 large or 5 medium), unbeaten.
- Beat.....** for 1½ minutes.
- Spoon.....** one-fourth of batter carefully into each nut-lined pan, using about half of the batter. Sprinkle with the grated chocolate (half in each pan). Spoon remaining batter into pans, spread-

Bake.....

ing carefully so chocolate is not disturbed.

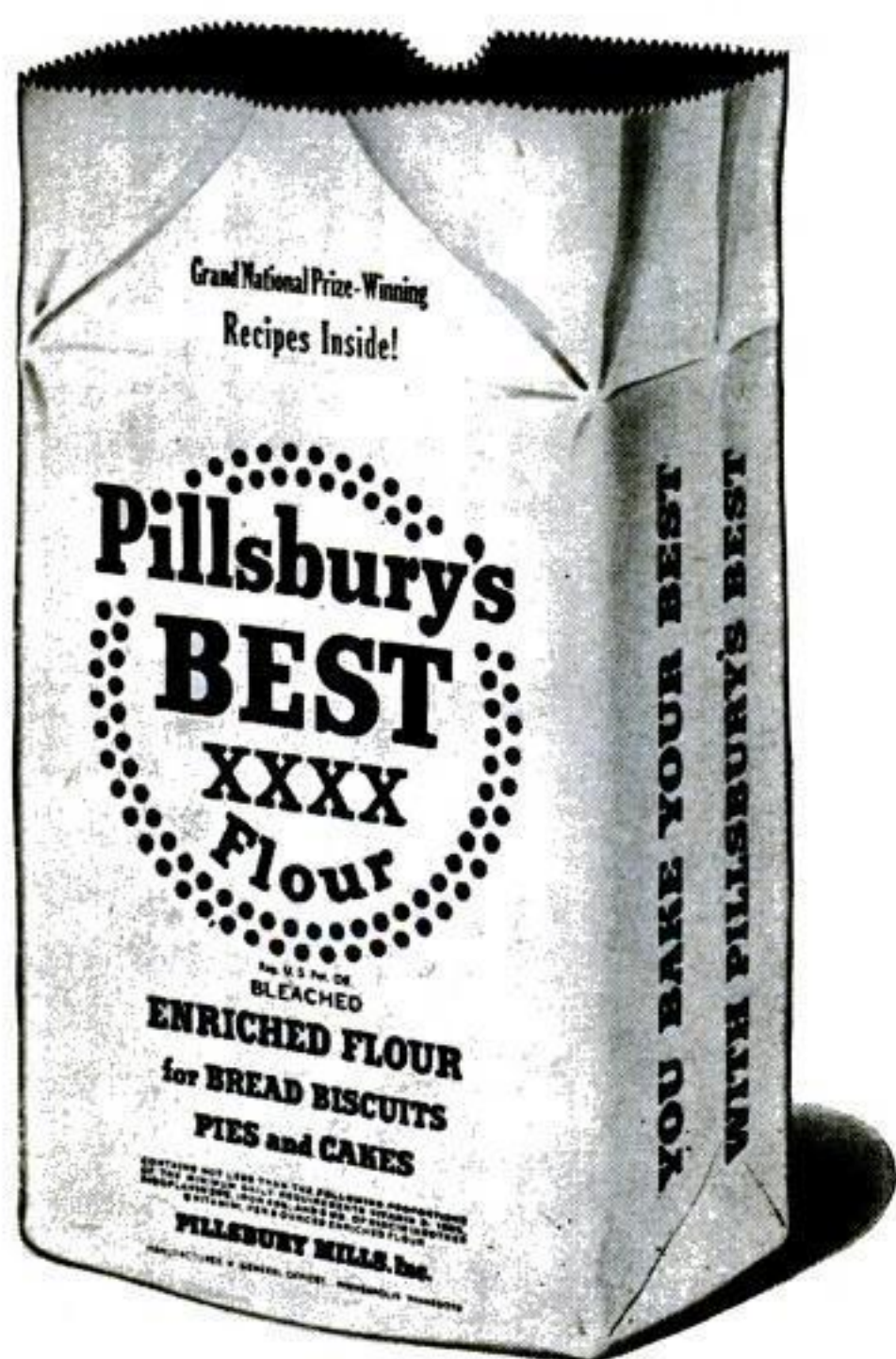
in moderate oven (350° F.) 35 to 40 minutes. Let cool in pans 10 to 15 minutes before turning out. Cool thoroughly and frost layers, nut-side up, with chocolate frosting. Spread frosting between and on sides of layers, but frost only ½ inch around top edge of cake. Decorate chocolate frosting with reserved ⅓ cup white frosting, thinned with 1 to 2 teaspoons water for spreading consistency.

CHOCOLATE FROSTING

Combine 2 squares (2 oz.) baking chocolate, ½ cup granulated sugar and ¼ cup water in saucepan. Cook over low heat, stirring constantly, until chocolate melts and mixture is smooth and thick. Remove from heat. Add 4 egg yolks; beat thoroughly. Cool.

Cream ½ cup butter or Crisco and 1 teaspoon vanilla. Gradually blend in 2 cups sifted confectioners' sugar, creaming well. Reserve ⅓ cup of this frosting to decorate cake. Add the cool chocolate to remaining white frosting; beat until smooth.

NEW 1954 COOKBOOK (coming in April), with all 100 new prize-winning recipes from Pillsbury's 5th Grand National Bake-off. To reserve your copy send 25¢ to Ann Pillsbury, Box 131, Dept. L, Minneapolis, Minnesota.



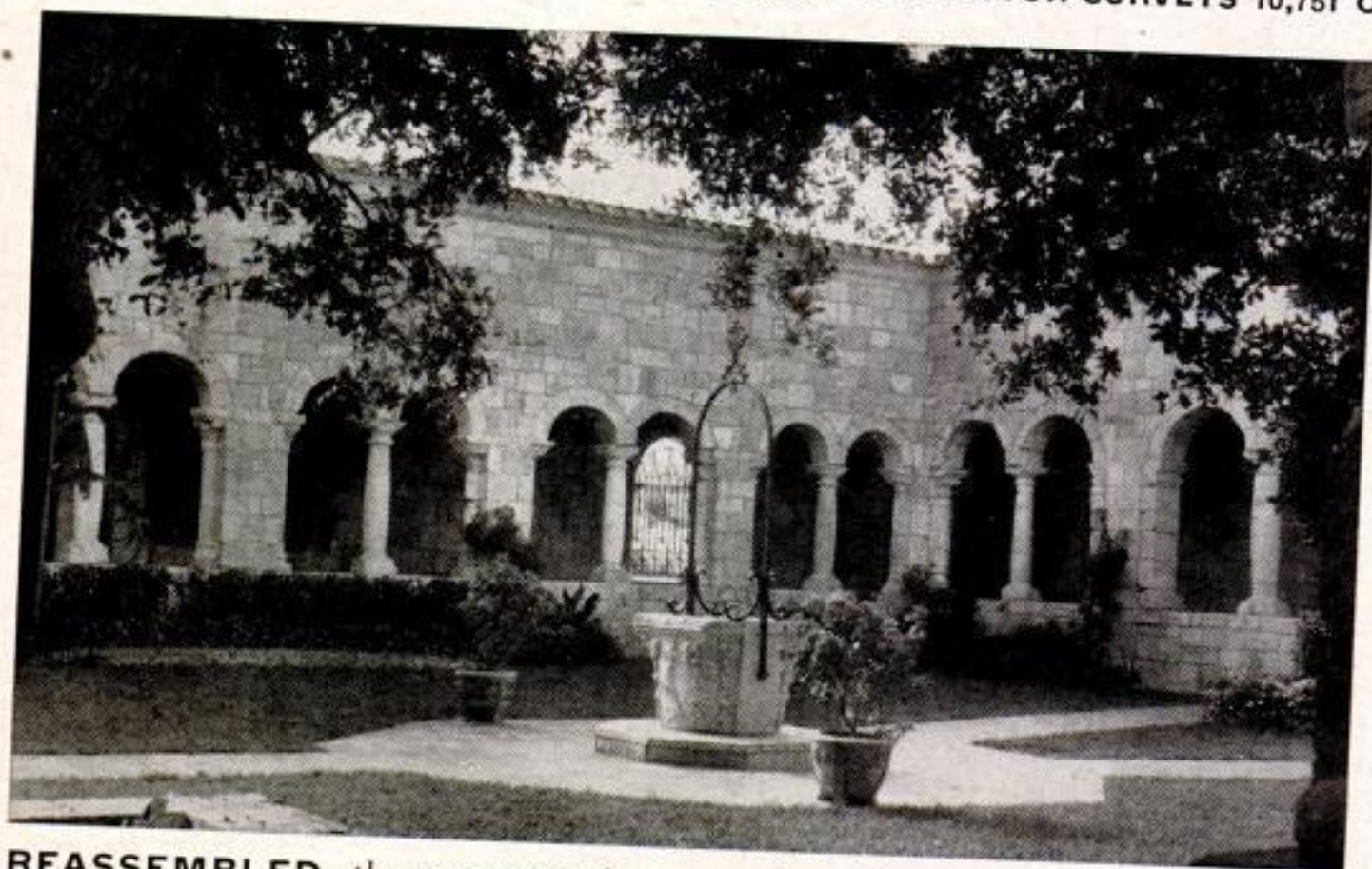


ON DOCK NEAR MIAMI, CONFUSED HAULING CONTRACTOR SURVEYS 10,751 CRATES CONTAINING MONASTERY, WHICH WAS SHIPPED FROM NEW YORK BY BOAT

CLOISTER IN CRATES

Hearst's medieval jigsaw is put together in Miami

In 1925 William Randolph Hearst, who collected art in a big and bizarre way, bought an entire 12th Century monastery in Spain. He had it taken apart, stone by stone, and shipped to the U.S. at a total cost of \$500,000. But, in his capricious way, Hearst turned to other diversions. The stones, each one numbered, lay packed in boxes in New York until the publisher died in 1951. Three business friends, E. R. Moss, W. S. Edgemon and C. H. Muccia, then bought the stones at an undisclosed figure, spent \$60,000 shipping them to North Miami Beach, Fla. There a team of masons began putting together their big jigsaw puzzle. It took 19 months of juggling, but finally the monastery has been reassembled. With piped-in music for atmosphere, it will be open to sightseers at \$1.25 a head.



REASSEMBLED, the monastery has an antique Roman wishing well added to the courtyard. The chapter house inside the building will be rented for weddings.



Price leader of the great new 1954 Buicks is the big, beautiful V8-powered SPECIAL—selling just above America's "low-price 3"

Here's V8 power...but **SPECIAL!**

THE No. 1 reason why more people buy Buicks than any other car in the world, outside the "low priced three," has long been the Buick SPECIAL.

And now Buick engineers have come up with a power-packed new V8 engine for the 1954 SPECIAL, a V8 that makes this lowest-priced Buick the mightiest thrill-maker ever to bear this Series name.

You get here the same brand of high-performance V8 power that's in the 1954 Buick CENTURY, SUPER and ROADMASTER.

You get, too, the big economy boost of new V8 Power-Head combustion — with the highest horsepowers

and compression ratios ever developed in a Buick SPECIAL.

And brother, you really know it when you go!

Look over this ultramodern, high-style beauty, and you'll know that it offers a lot more than power.

It offers brand-new bodies—bigger, roomier, with lowered roofline.

It offers brand-new visibility — with immense new glass areas, and a huge panoramic windshield that adds to the sports-car look.

Fact is, everything here is new—new fabrics, new instrument panels, new ventilation, new trunk space, new ride comfort and

handling ease—even tires of new design to cut down the squeal on corners.

Only the price is unchanged—a price that puts these Buick SPECIALS right in the running with the so-called "low priced three."

So come in and look them over, drive them, price them—and see for yourself why there's no buy like Buick for 1954.

When better automobiles are built Buick will build them

BUICK
The Beautiful Buy

See your Buick Dealer

MILTON BERLE
STARS FOR BUICK
See the
Buick-Berle Show
Tuesday Evenings



**Betty
Crocker**
of General Mills
says:

"I'VE FOUND A CHIFFON LAYER

So Large...so Light...so Luscious...it's called

**"LOVELIGHT" 2-EGG
CHIFFON!**



NEW WAY TO MAKE LUXURY CAKES WITH ONLY 2 EGGS!"

Yes, 2 eggs instead of seven! Easy mixing!
And you get the airy delicacy, the spun-silk fineness
and blissful taste of true Chiffon!

"You have to bake it
to believe it!"

Betty Crocker home testers
(housewives like you) give
it biggest raves in history!



"My Family said it was the best
chocolate cake they ever ate."
—Mrs. C. M. Toler, Dallas, Texas



"It's a real Chiffon...so high and
light! Nobody could believe it
took only 2 eggs!"—Mrs. Dorothy
B. Stone, Des Moines, Iowa



"This tastes too delicious to im-
prove. I don't see how it could be
any better!"—Mrs. Harold Taylor,
Syracuse, N. Y.

If you could read the enthusiastic
letters about new "LoveLight"
2-egg Chiffon... if you could hear
the wonderful things that were
said to "Mom" about it...you'd
bake it this very day!

It's an easy miracle you can
work in your own kitchen today...
but you need its miracle ingredients
—SOFTASILK and WESSON OIL.
Be sure to use SOFTASILK, the
supremely fine cake flour that is
designed to carry the extra sugar
and shortening for this luscious
2-egg layer Chiffon and to give it
extra goodness, extra richness. And
the recipe calls for WESSON OIL,
the shortening that pours. *Delicate*
WESSON OIL helps give "LoveLight"
Chiffon its special *delicate* texture
and *delicate* taste.



SOFTASILK
CAKE FLOUR

The world's most modern cake flour

Betty Crocker's New "LoveLight"

2-EGG CHIFFON CAKE

*Extra-light and moist with
Softasilk Cake Flour! Quick
and easy with Wesson Oil!*

2 eggs, separated	3/4 tsp. salt
1 1/2 cups sugar	1/3 cup WESSON OIL
1 3/4 cups sifted SOFTASILK Cake Flour	1 cup buttermilk*
3/4 tsp. soda	2 squares unsweetened chocolate (2 oz.) melted

*Sweet milk may be substituted for buttermilk in this recipe.

Heat oven to 350° (moderate). Grease generously and dust with flour 2 round layer pans, 8 or 9 x 1 1/2", or one oblong pan, 13 x 9 1/2 x 2".

Now, Just 3 Easy Steps!



1 Meringue is the key to this cake.

BEAT egg whites until frothy. Gradually beat in 1/2 cup of the sugar. Continue beating until very stiff and glossy. This meringue is stiff enough when it stands in peaks.

For high altitude adjustment over 3000 feet, write Betty Crocker, Box 100, Minneapolis, Minn.

Don't risk disappointment! Use SOFTASILK CAKE FLOUR, scientifically blended for perfect baking, and WESSON OIL, the shortening that pours to measure! You get a more delicious cake because the delicacy of these superb ingredients lets *all* the flavor come through.



2 Only 2 minutes batter beating.

SIFT remaining sugar, Softasilk Cake Flour, soda, salt into mixing bowl. Pour in Wesson Oil, half of buttermilk. Beat 1 minute, medium speed on mixer or 150 vigorous strokes by hand. Scrape sides and bottom of bowl constantly. Add remaining buttermilk, egg yolks, chocolate. Beat 1 minute more, scraping bowl constantly. Just 2 minutes beating, and your batter will be smooth.



3 Simple folding of meringue assures fluffy texture.

JUST FOLD meringue into batter by cutting down gently through batter, across the bottom up and over, turning bowl often. Pour into prepared pans. Bake layers 30 to 35 minutes; oblong 40 to 45 minutes. Finished cake fairly puffs out of the pans, it's so light and feathery!



Wesson Oil

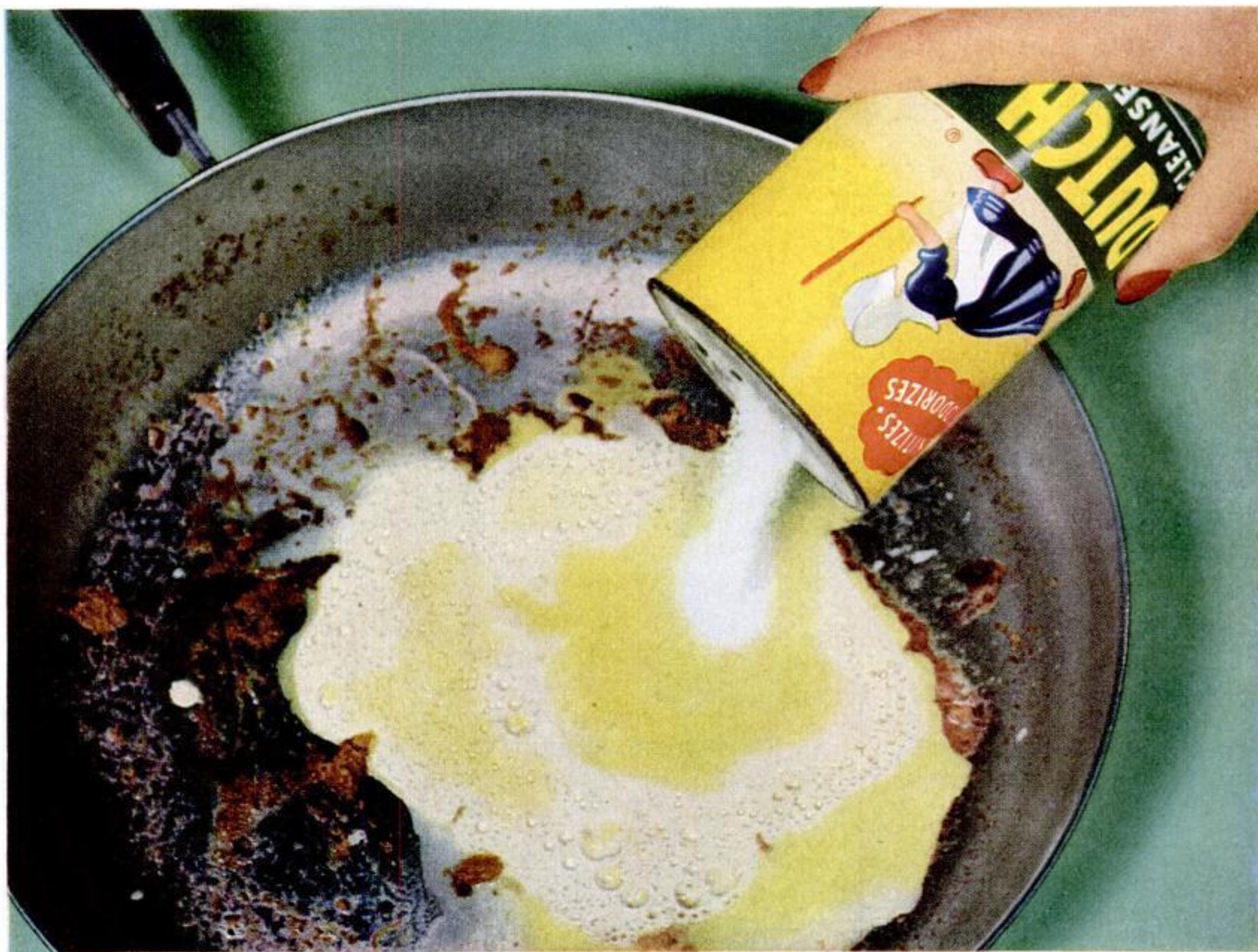
America's favorite salad oil
and liquid shortening

NEW! TURNS GOLDEN WHEN WET

Does things no other cleanser can do!

1. New Old Dutch with "SUNSHINE SUDS" CLEANS EASIER!

New Old Dutch makes grease skedaddle because those "Sunshine Suds" are *working* suds—suds full of millions of tiny sponges. Every one of these little sponges soaks up seven times its own weight. Then whisks all that grease and grime away when you rinse.



2. New Old Dutch with "SUNSHINE SUDS" KILLS HOUSEHOLD GERMS!

Only New Old Dutch has a special sanitizer in it! If you had a microscope, you'd see what a job it does. Even disinfects your dishcloth. (No need now to buy special solutions and germicides for your sink and tub. You kill most household germs as you clean with New Old Dutch's "Sunshine Suds.")



3. New Old Dutch with "SUNSHINE SUDS" KILLS ODORS!

Even banishes odors from your "fish-fry" pan. Fry all the onions you want to, too. New Old Dutch will "fresh-up" your skillet while it carries off the grease! And because New Old Dutch banishes all odors, it does a sweet job of wiping out your refrigerator, as well.



4. New Old Dutch with "SUNSHINE SUDS" RINSES AWAY COMPLETELY!

Step right in—you won't step on grit when you've cleaned the tub with New Old Dutch. Every last particle swooshes away when you rinse. No more gritty sediment left to collect around faucet bases. No powdery film to dull the shine of tub, sink or bathroom tiles.

Everything's nice about New Old Dutch!



It smells nice. It's nice and gentle to your hands. It works just as well in hard water as soft—in cold water or hot. Can't beat the "Dutch"—so why don't you try it? Get New Old Dutch Cleanser, today!



NEW Old DUTCH CLEANSER
WITH "SUNSHINE SUDS"



LAUGHTER TO TEARS WITH GERALDINE PAGE

Starting in a rollicking mood, this intensely dramatic star improvises a scene which carries her from laughter to tears. In her new play she acts a French girl unhappily married to a decadent intellectual.



THEATER

Tune-up Time For Rising Stars

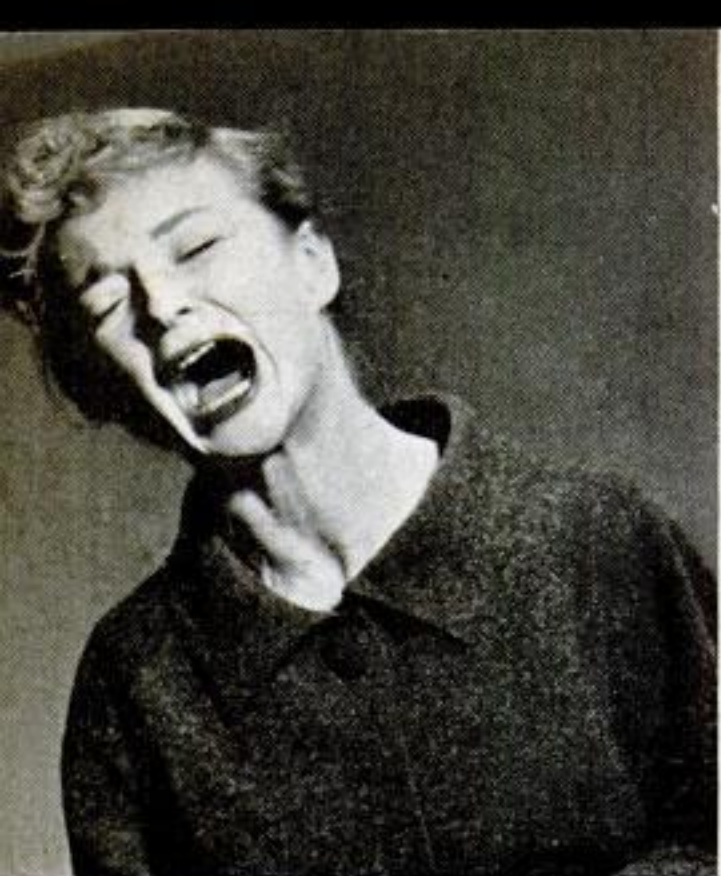


THEY PRACTICE HISTRIONICS FOR THREE NEW SHOWS

Midway in the Broadway season three important productions are coming up which display three gifted young actresses from three different nations: 1) America's Geraldine Page in a dramatization of André Gide's famous novel, *The Immoralist*, 2) England's Joan Greenwood in T. S. Eliot's latest verse play, *The Confidential Clerk*, 3) France's Jeanmaire who stars as a ballerina in a musical show, *The Girl in Pink Tights*. For Gjon Mili's sequence camera this talented trio of rising stars goes through a histrionic workout much as a concert pianist tunes up for a recital with finger-limbering scales.

CONTINUED ON NEXT PAGE





TUNE-UP TIME

CONTINUED



TEARS TO LAUGHTER WITH JOAN GREENWOOD

In this impromptu scene Miss Greenwood moves from anguish to pertness to giggles. After a bright film career, she makes her U.S. stage debut as a slightly raffish ingénue in T. S. Eliot's new comedy.





MOTHER KEEPS NEW SCOTTIES HANDY FOR WINTER RUNNY-NOSES. THEY'RE SO STRONG, YET SOFT ON COLD-CHAPPED SKIN

SKATERS, SKIERS, SLEDDERS TAKE TO NEW "WET STRENGTH" SCOTTIES

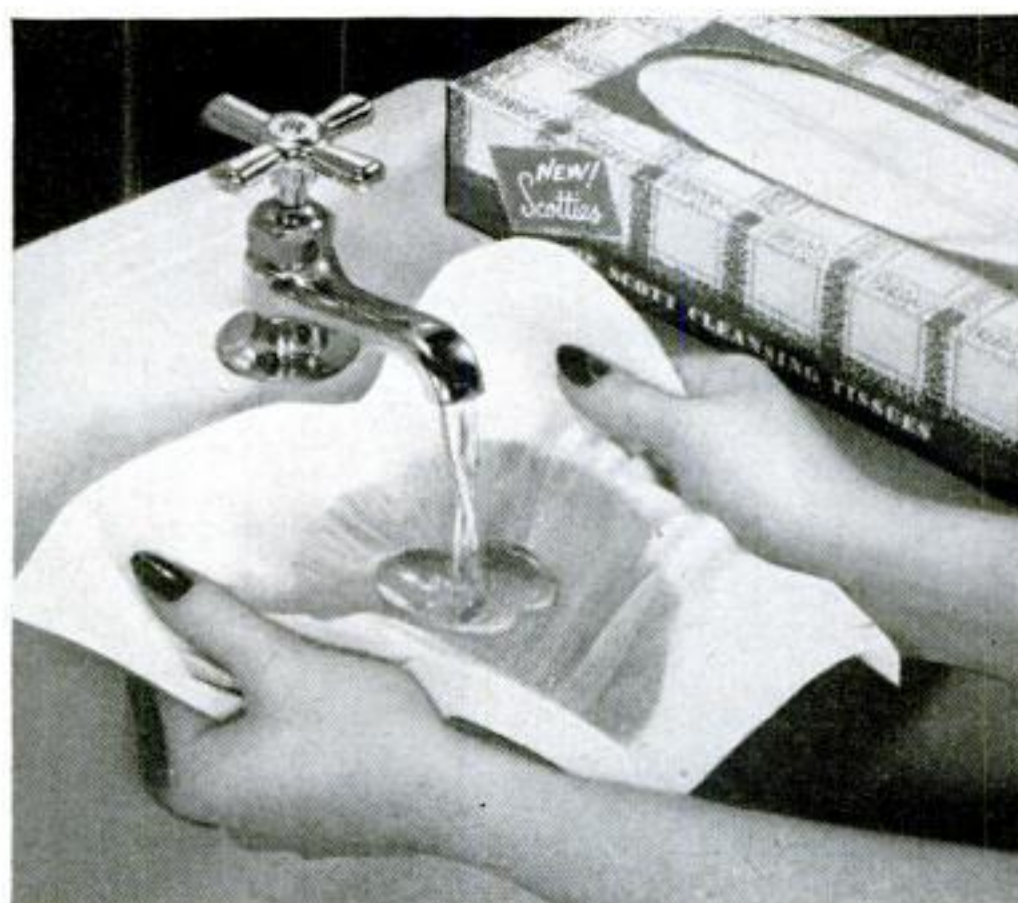
Stronger for sneezes and blows—softer for cold-chapped noses



"Scotties," Reg. U.S. Pat. Off.



WINTER SPORTS ENTHUSIASTS like the way New "wet-strength" Scotties stay strong under "nippy weather" sniffles



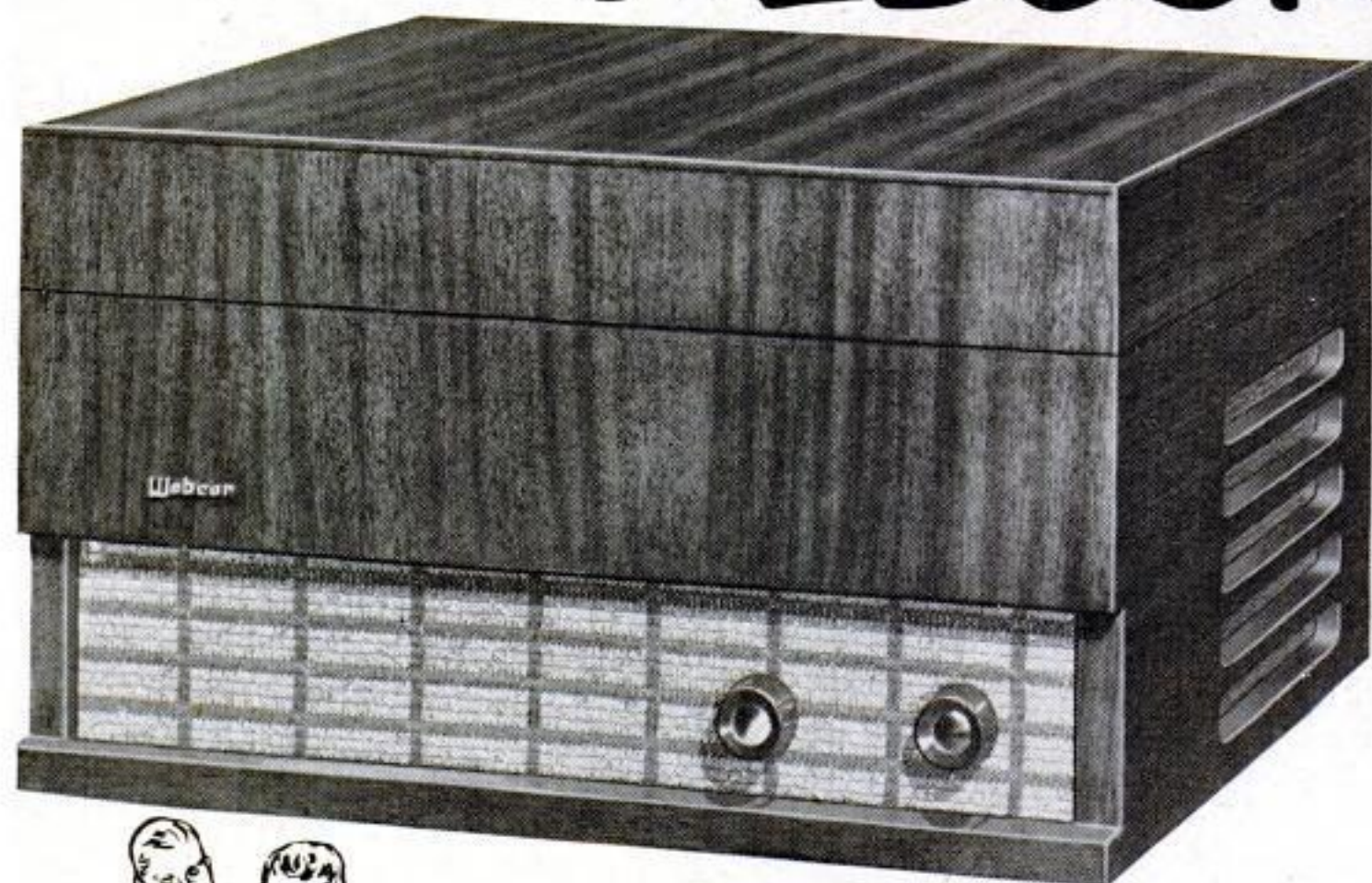
HOLD NEW "WET STRENGTH" SCOTTIES under a moderately running faucet. See how they hold water without going to pieces

When sneezes and blows come thick and fast, you *really* need a tissue handkerchief that stands up in use. New Scotties with their remarkable "wet strength" don't go to pieces under the gustiest sneezes and blows. On skiing slope and skating rink they take care of sniffly, "runny" noses without crumbling. As for make-up, New Scotties whisk off even the "wettest" face creams neatly with no untidy shredding.

Yet for all their marvelous wet strength, new Scotties are softer than ever. They always feel gently comfortable on even a tiny tot's cold-chapped nose.

During the heavy-cold season ahead, be sure to keep New "wet strength" Scotties handy in the bathroom, kitchen, bedrooms and in baby's room. Scotties are your best cleansing tissue buy. In the big family box or the handy vanity size they are another great Scott value. SCOTT PAPER COMPANY.

you hear true High-Fidelity on a **WEBCOR**



MUSICALE FONOGRAF

The sensation that comes from hearing your favorite records—whether they be classical or popular—on a high fidelity Webcor Musicale is something you'll never forget. You hear every note, every shimmer of the cymbals, all the highs and all the lows. The Webcor Musicale has **THREE** acoustically placed speakers that

deliver from 50 to 15,000 cycles—equal to the most expensive custom sound systems. Yet, the Musicale is yours for only \$14950*.

Blonde
\$159.50*

webcor diskchanger

Features the famed Webcor Diskchanger with the super-sensitive wide range General Electric magnetic pick-up cartridge. Sapphire styli. Plays all three speeds and three sizes up to 4 hours continuously.



musicale amplifier

Five watts of audio power. 5 tubes, including rectifier and preamplifier. Straight AC unit with push-pull output.

musicale controls



New Audio Level Control increases or decreases volume without effecting frequency response. Response Control makes it possible to vary frequency without cutting off highs or lows.



WEBCOR TAPE RECORDER

The first truly high-fidelity tape recorder at home-use cost! The Webcor records everything from a whisper to a full symphony orchestra with true-to-life fidelity. Webcor also makes the only tape recorder with three speakers! With the Webcor you can build an album of Precious Memories that will last forever. For a real treat, see and hear the Webcor Hi-Fi fonograf and tape recorders now.

\$20750*



all music sounds better on a

Webcor

Webcor products are manufactured by Webster-Chicago, Chicago 39.
*Prices slightly higher West of Rockies and subject to change without notice.

© 1954
W/C

TUNE-UP TIME CONTINUED



MIMICRY BY JEANMAIRE

In black rehearsal tights this young French ballerina, who starred in the movie Hans Christian Andersen, warms up for her first Broadway musical. Acting the cut-up of a ballet troupe, she impishly mocks the sourpuss dancing coach behind his back.



Schlitz®

If you like beer
you'll love Schlitz

SATISFACTION is what you
really want in beer!

Day after day the supreme
quality of Schlitz gives more
satisfaction to more people
than any other beer in the
world. That's why Schlitz is
America's largest selling beer.

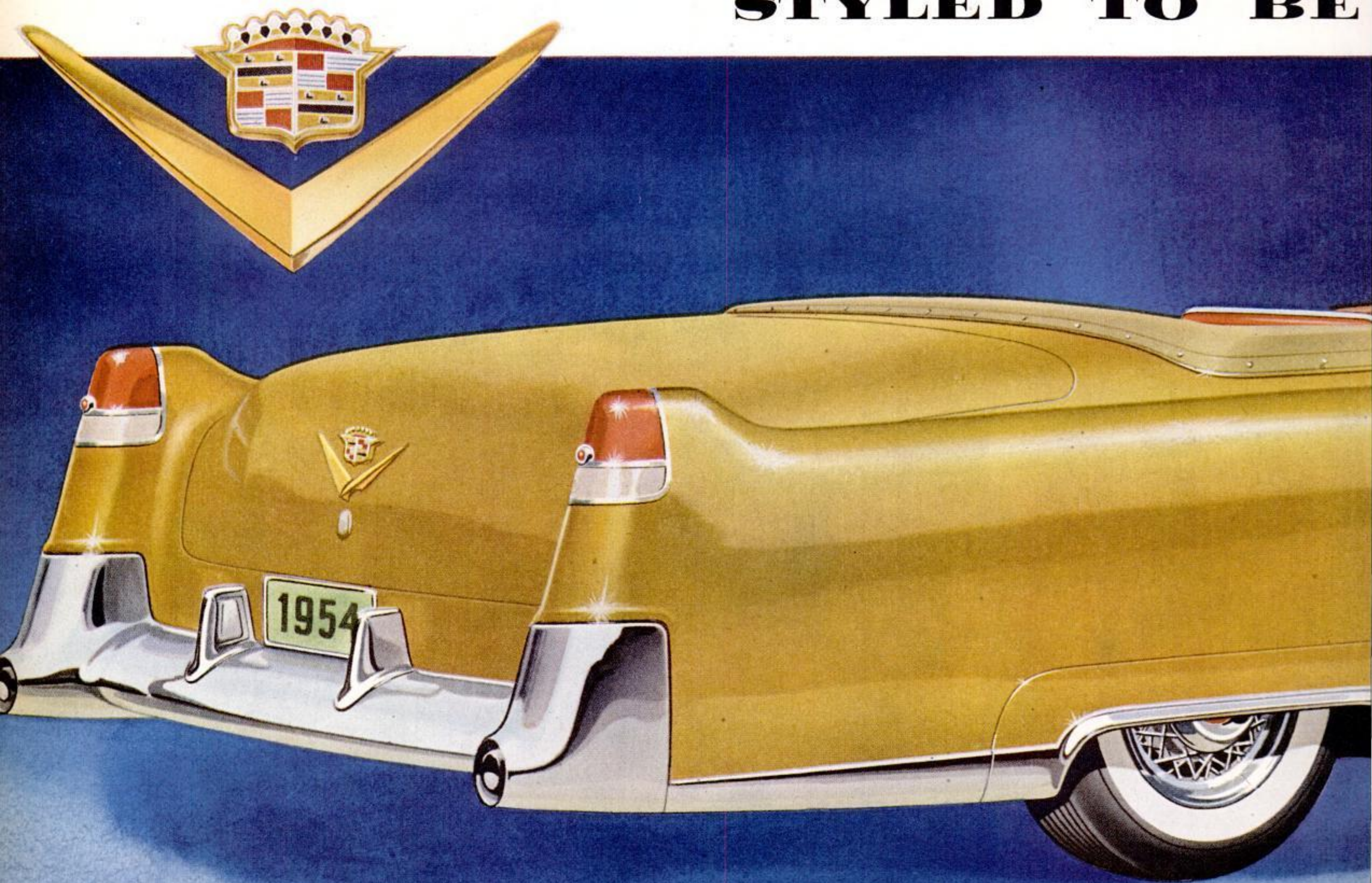
Just the kiss of the hops . . .
No bitterness.

© 1954—Jos. Schlitz Brewing Company,
Milwaukee, Wis.
Breweries at Milwaukee, Wis.
and Brooklyn, N. Y.

The Beer that Made Milwaukee Famous

Presenting the **1954**

STYLED TO BE



Model shown above is the 1954 Cadillac Convertible.

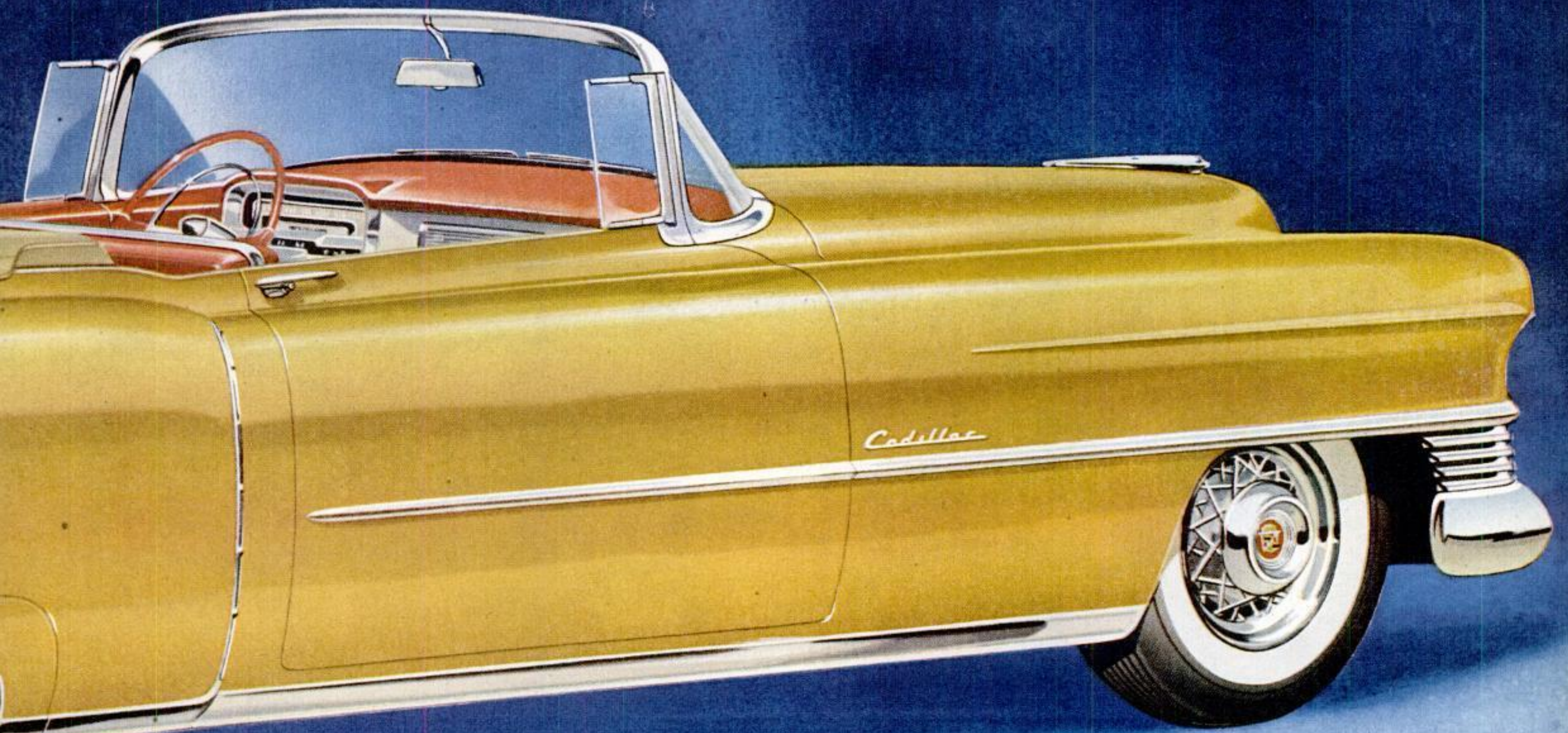


...AND AS TH

Advanced styling features include a completely redesigned grille and bumper assembly . . . a new panoramic windshield, with a new 2-inch overhanging roof extension on the sedans . . . a new cowl air intake across the base of the windshield . . . a new headlamp design with new headlamp visors . . . and a new "V" and crest.

Cadillac

COPIED FOR YEARS TO COME



THRILLING TO DRIVE AS TO SEE !

This is not just a new model. It is a wholly restyled and completely re-engineered Cadillac—new, from its more massive grille to its more distinctive rear deck.

It is lower and longer in silhouette . . . more modern and graceful in its body lines . . . and with greater majesty and dignity in every detail. Beyond question, it is destined to influence the design of motor cars for years to come.

Matching this new exterior beauty, and adding their own full measure of glamour and graciousness to the car, are Cadillac's luxurious new interiors—more generously proportioned and more beautifully appointed than ever before . . .

and executed in a dazzling array of gorgeous new fabrics and leathers.

And, what is even more remarkable, this great new Cadillac is as thrilling to *drive* as it is to *see*!

Its advancements in performance are legion . . . and encompass virtually every phase of motor car operation.

A great new 230-horsepower engine has added new power and responsiveness. A vastly improved Hydra-Matic Drive provides even greater smoothness and flexibility. Advanced Cadillac Power Steering brings with it a whole new concept of steering and handling ease. And new Cadillac Power Braking* has introduced won-

derful new motoring safety and convenience.

This greater Cadillac beauty—and this finer Cadillac performance—are available for 1954 in three brilliant new series of motor cars . . . the remarkable Series 62, the distinguished Fleetwood Series 60 Special and the magnificent Fleetwood Series 75. And, of course, there is the supremely beautiful Eldorado.

These inspiring creations are in our showroom now. We cordially invite you to see and drive them at your earliest opportunity.

You will find them dramatic proof that—once again—Cadillac has provided the standard by which the world's motor cars must be judged.

*Optional at extra cost.

YOUR CADILLAC DEALER

The new dairy miracle



PREAM



**A DELICIOUS 100% DAIRY PRODUCT
IN POWDERED FORM... CONVENIENT
NEW WAY TO "CREAM" YOUR COFFEE!**

100% dairy product. Instant Pream is made *entirely* from fresh, sweet cream and other milk products... *powdered* for your convenience! *Nothing* added.

Stays fresh without refrigeration. Because it's in *powdered* form, you don't have to refrigerate Instant Pream.

Never sours! Never "turns"! Instant Pream keeps indefinitely while sealed... when opened, for regular use, it stays fresh-tasting to the last spoonful.

Saves over 1/3. One 4-ounce can of Instant Pream equals 2 half pints of coffee cream—yet costs so much less!

Dissolves instantly. Just put a spoonful of *instant dissolving* Pream on top of your hot coffee. Stir to blend. It's so easy to enjoy a *really delicious* cup of coffee *any time, any place*, when you have Pream on hand! Your food store has Pream now.

You'll prefer Pream[®]
in your coffee!



© 1954, M&R Dietetic Laboratories, Inc.



NEAR THE TOP OF THE WORLD A QUARTET OF FLEET F-94 ALL-WEATHER JET FIGHTERS LEAVE FOAMING WHITE WAKE AS THEY MANEUVER HIGH OVER THULE AIR FORCE BASE

PORT OF CALL: THULE

U.S. air base at the top of the world is now operational

PHOTOGRAPHED FOR LIFE BY GEORGE SILK

The frozen scimitars of vapor slashing the polar sky tell of a nesting place somewhere below for the streaking jets up near the world's top, almost exactly midway between Washington and Moscow. Six miles down on the thick-frozen crust of Greenland, 700 miles north of the Arctic Circle, the mighty Thule Air Base is now operational. Here, at the strangest of all U.S. overseas outposts, the looping fighters are on ceaseless missions, guarding the U.S. against atomic attack.

A year and a half ago LIFE (Sept. 22, 1952) showed the first half of the great Thule feat: the building of the base. Now it visits Thule again to show the second half: Thule functioning. The base is set in a barren valley on the vast Danish island a few miles from the permanent icecap and only five hours away by jet bomber from Russian industrial centers.

As the year's last sun faded, Thule (pronounced "Tooley") girded for the long winter of 24-hour nights, the 60-mile winds and the 40° below. With the sea frozen over, the base became perhaps the only true, complete airman's world. For nine months the only road in is the skies. From a 32,000-pound snowscraper, heaviest item ever airlifted, to lipstick for three Thule females (nurses), all must be flown in. The 3,000 airmen live with their runway, built to take the mightiest bombers, their warehouses, bulging with thousands of spare plane parts, and their bowling alleys; soda fountains and Turkish bath. For some creatures it was a little too much of an air world. The seals and the walruses, apparently having enough of the roar of airplane engines in their ears, departed for still farther north, followed by the few Thule Eskimos who live off them.



OUT OF THEIR VAULTING HABITAT IN THE SKIES OVER THULE, WEARY FIGHTER PILOTS, DOWN FROM THEIR MISSION, STAGGER THROUGH A FIERCE BLIZZARD TO HEATED HANGAR

CALLED OUT BY A RED ALERT, THULE AIRMEN CROUCH IN THE SNOW IN FRONT OF B-36 HANGARS, THEIR CARBINES ON THE READY TO DEFEND THEIR STRATEGIC BASE FROM ATTACK





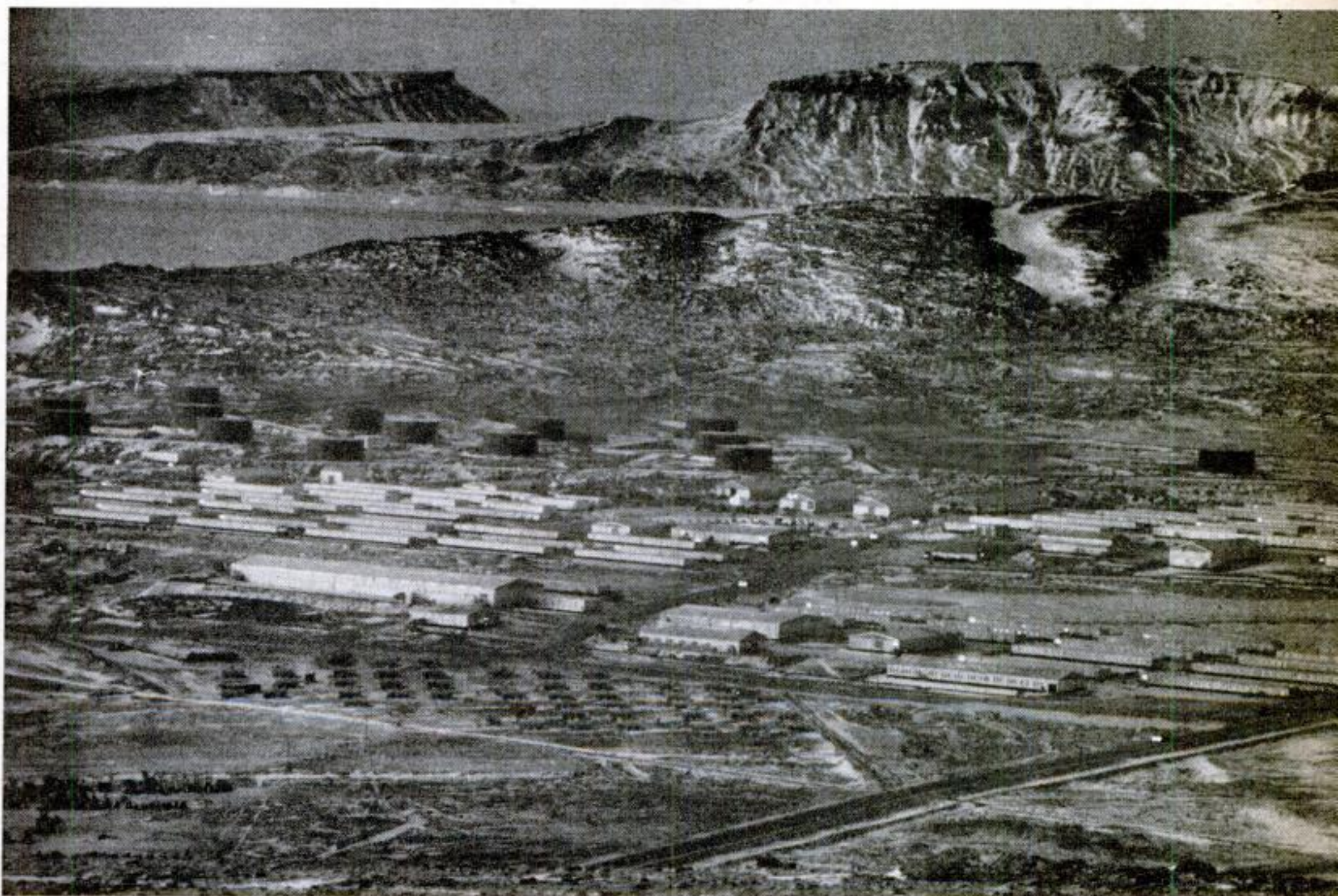
ANTI-AIRCRAFT GUNS, such as this one guarded by an artilleryman, form a part of Thule's intensive armament system and are manned on a 24-hour basis.

THE LAND OF 2-FOR-1 DUTY

Descending, sometimes through a 40-knot blizzard, Thule's pilots sit down in an ancient glacier bed now set with aluminum barracks, steam plants and huge hangars, and with the lights forever burning now in the long Arctic night. The barracks, where the men live two to each steam-heated room, are really enormous refrigerator boxes in reverse, insulated to keep the cold out instead of in. Pastures of swelling fuel tanks stand silhouetted against another memento from glacial times, mesa-like Mount Dundas, one of the Arctic's most striking landmarks. The tanks are precious to Thule for they would feed the hungry bombers which, should the U.S. be attacked, would stage here for rapid counterblows.

Multi-million-dollar Thule was constructed by the U.S. under a 99-year lease from her NATO ally, Denmark, of which Greenland is a

part. The costliest base ever built, it is a well-defended treasure. Where not so long ago Peary rigged Eskimo dog sleds for his push to the North Pole with nature as his only enemy, his engineer son helped fashion radar sites to warn of human foes. Some 1,400 miles from Russian soil airmen keep ready for the parachute attack which might descend on the base itself in sudden war. In frequent "red" alerts the men snap into their parkas and their bunny boots, grab carbines, and gloves to keep their hands from freezing in seconds to the metal, charge down the icy roads and sprawl into position on the frozen fringes of the runway. Thule, despite its bowling alleys and its Turkish bath, is rugged duty—two-for-one duty. In measuring a man's service time, the Air Force figures that a year at Thule buys two years anywhere else on the overseas duty market.



THRIVING THULE, set in Arctic desert, is one of world's most modern bases. Low, narrow buildings

are barracks, larger ones, warehouses and workshops. Bottom of two-mile runway is lower right.

THULE CONTINUED

BLUE IGLOOS, 'RED' ALERTS

In Thule, and around it, the problem is first to survive and having survived to keep fighting planes aloft. For the pilot Thule is a tiny pock-mark encircled by the vast frozen spaces of the polar sea and the icecap. Pilots new to Thule were convinced that to crash away from base would mean a quick death. Then fliers were plunked on the cap for a 48-hour survival test. Carving an igloo, they found they could live indefinitely inside their walls of bluish snow blocks. But the cap is still the yardstick of ruggedness. "If we went down in a wooded area," said one pilot, "it would seem like the Waldorf."

Thule's pilots, on wartime alert status ready to whoosh into the air in minutes, fly unceasing missions on watch for the real thing and practice on each other and the big bombers which fly up from the U.S. For four and one-half months of the year when there is only night they "fly into an inkwell." Despite the blackness the pilot must identify every aircraft he intercepts by an actual reading of its number. This calls for maneuvering only a shade short of that related by one pilot, who returned from an interception talking like an airborne Baron Munchausen.

"I flew in on the aircraft until the radar-scope showed I was flying 150 feet away from him," he began. "Then I was able to see a large black shape, blacker than the surrounding area. So I closed in. When I figured my wing tip was a few feet away from the number on his tail I switched on my wing tip lights but they weren't bright enough to read the number. The tower," the pilot wound up, "kept calling for identification so I had no option. I flew underneath, raised my canopy. Just as if I was reading Braille, I ran my finger along the number on his plane and finally got it."



ICED PARACHUTE is shaken by pilots on icecap. It had become wet from melted snow when

they slept on it night before. They let it freeze, then knocked off ice—result: dry bed that night.



WIELDING SNOW KNIVES, pilots cut snow blocks for igloo (*opposite page*) in survival tests.

Other survival gear includes shovel, ax, flares, blankets, candles, stove and seven days' rations.



AS ALERT SOUNDS, fighter pilots leap from their seats in the ready room, located directly above alert hangar. From here the pilot needs only step out

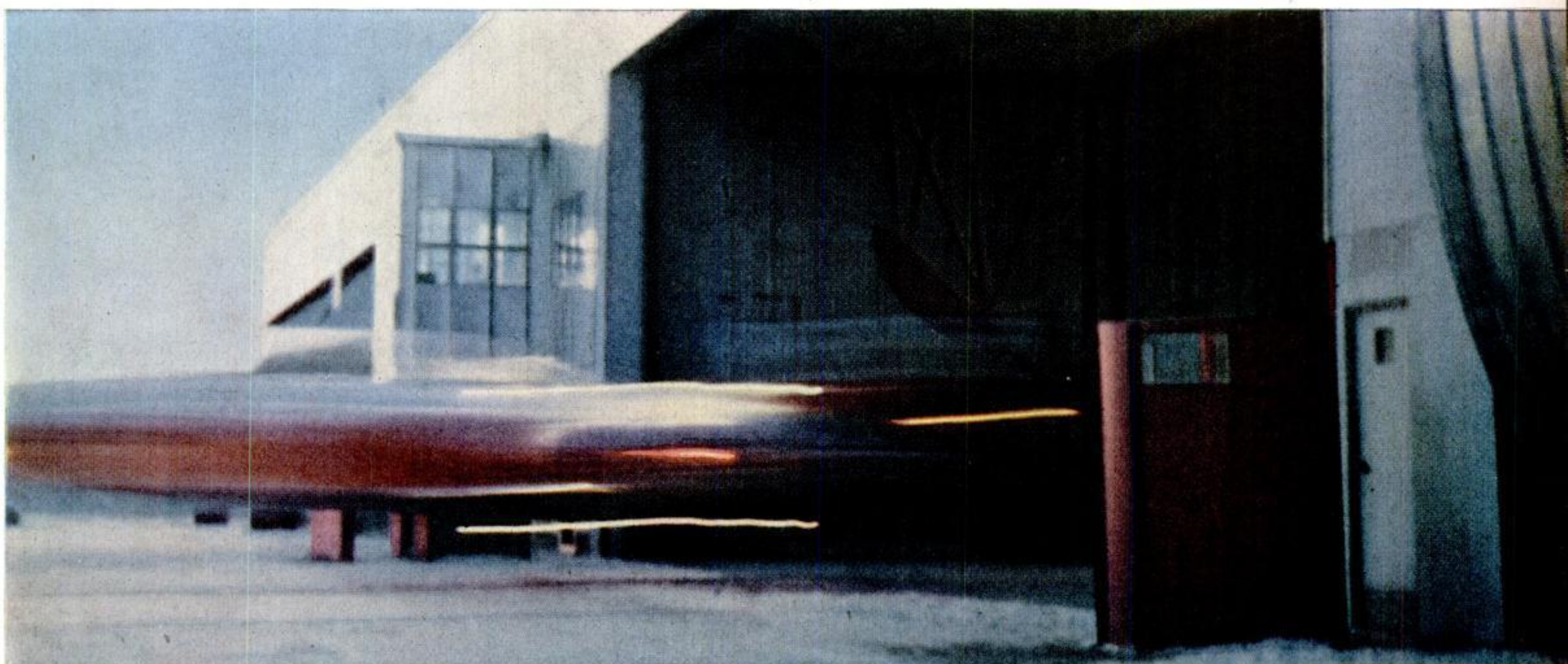
door, race down stairway and into his waiting plane (*opposite page*). Pilots must stand four-hour watches wearing heavy flight and Arctic exposure suits.



SNUG IN HIS IGLOO, which he and his fellow pilots have completed in an hour and a half from

time they set down on icecap in survival test, Lieut. James Turpin keeps warm with survival-kit candles

stuck in snow and coffee heated with Sterno. Outside it is 35° below zero but inside a cozy 25 above.

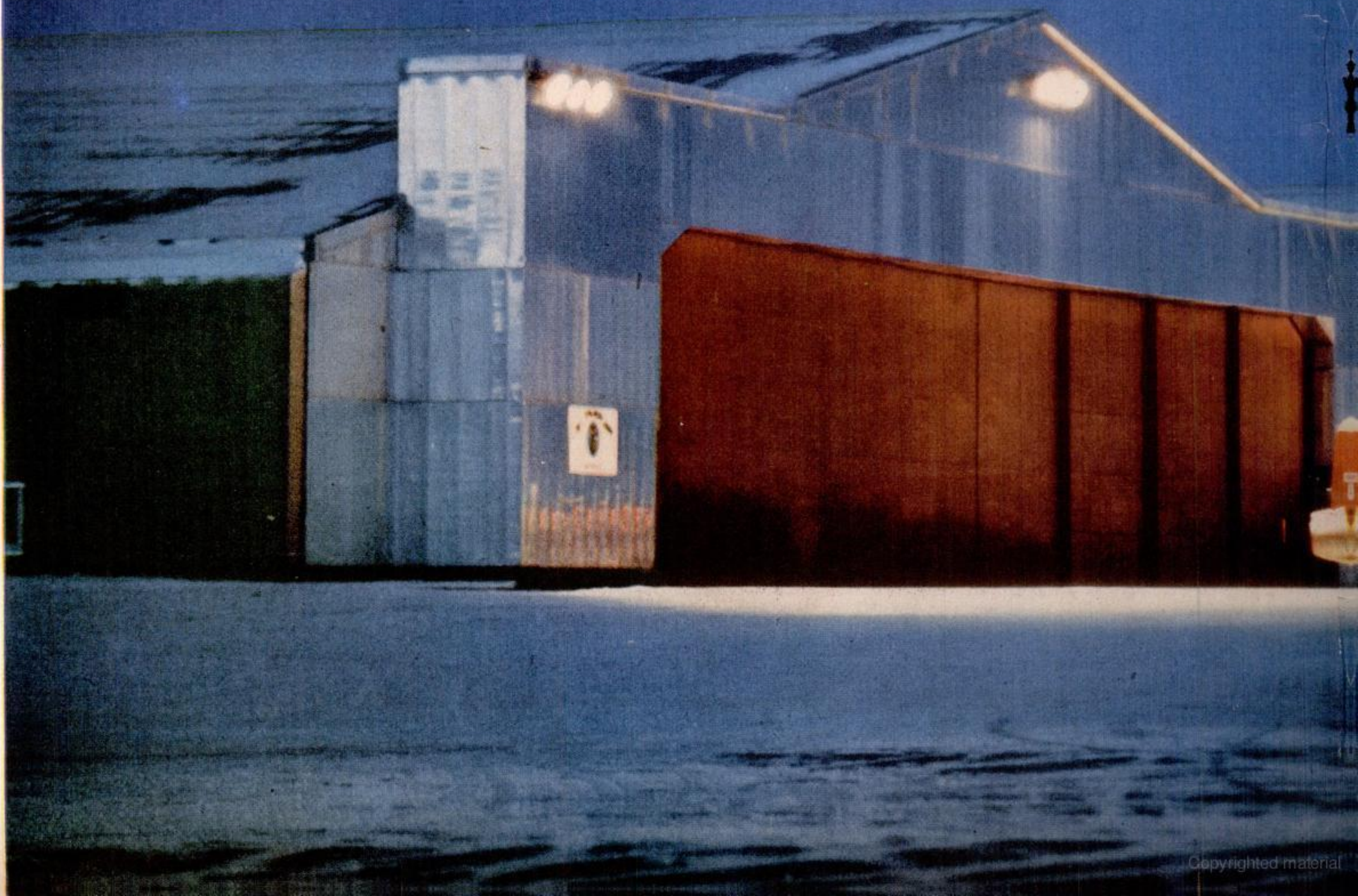


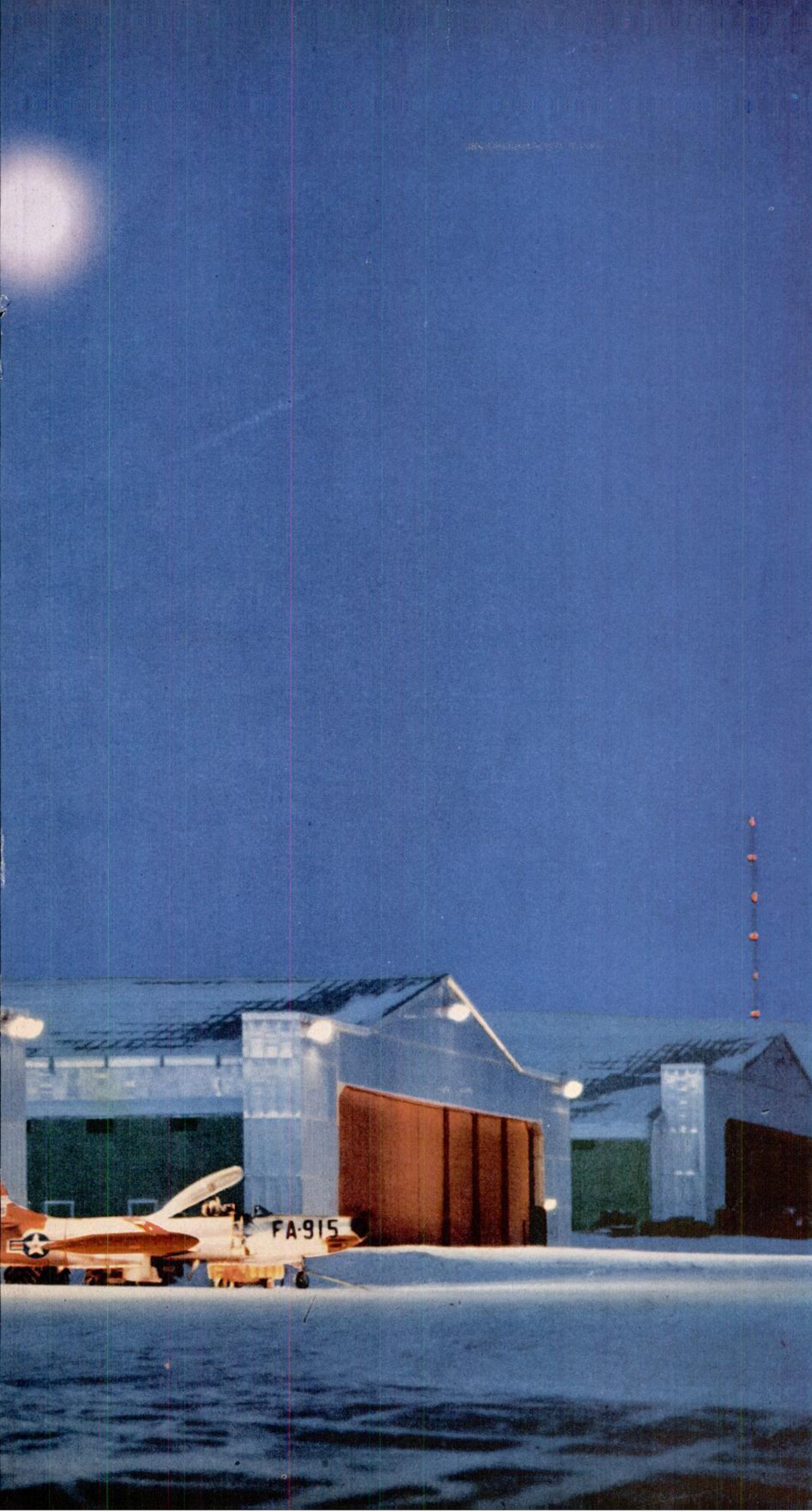
IN STREAK OF RED an F-95 Starfire. wingtip lights on for the northern dusk, races out of hangar

in the red alert. Because of the cold, planes are started in heated hangar. After plane has warmed

up for one minute, a push of the button sends hangar doors up. Alert to aloft is only three minutes.

CONTINUED ON NEXT PAGE





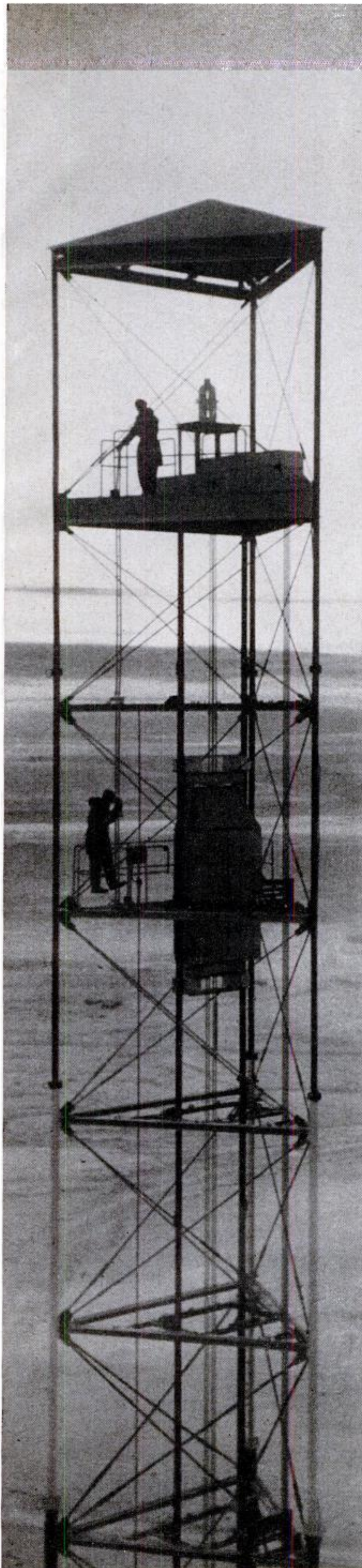
IN THE LONG NIGHT at Thule an F-94 night fighter is given a check in front of its aluminum hangar home. The picture was taken the first week of 24-hour darkness.

CONTINUED ON NEXT PAGE



WORLD'S HIGHEST RADIO TOWER rises 1,260 feet overlooking Greenland Ice Cap (*background*). The tower, the world's second tallest structure next to

the Empire State Building, took two months to build and is maintained by airmen who live in barracks (bottom of picture) seven miles from main Thule base.



CLIMBING TOWER, the men mount ladder for last 24 feet. An elevator takes them up to that point.



CLAMBERING OVER PIPES, men run out to answer red alert. Because of permafrost, permanently

frozen ground just below surface, pipes cannot be buried. Wood archways carry them over the roads.

MOON OVER THULE'S TOWER

The sun having set for the last time, the moon was left in sole possession of the Thule skies—except for the intruding jets. Almost as bright as the sun itself which would not return to the base until April, the moon glowed down whitely on the long finger of steel that constituted another triumph for man over the polar North. The tower had gone up to conquer the interference with communications which comes from the aurora borealis and other devilish arctic phenomena. It was part of the Global

Communications (Globcom) Network which when done will flash a message around the world in 32 seconds.

In the winter, when no man went out unless he had to and the men had a week's rations apiece in their rooms in case they were weathered in, a peaceful aspect reigned over Thule. But, winging in nonstop from their distant home bases in the southern U.S., the big bombers came roaring down to the bleak base in hazardous practice for whatever might come.



GREETING NEW ARRIVAL, airmen make one of rare volunteer journeys outside into cold, armed

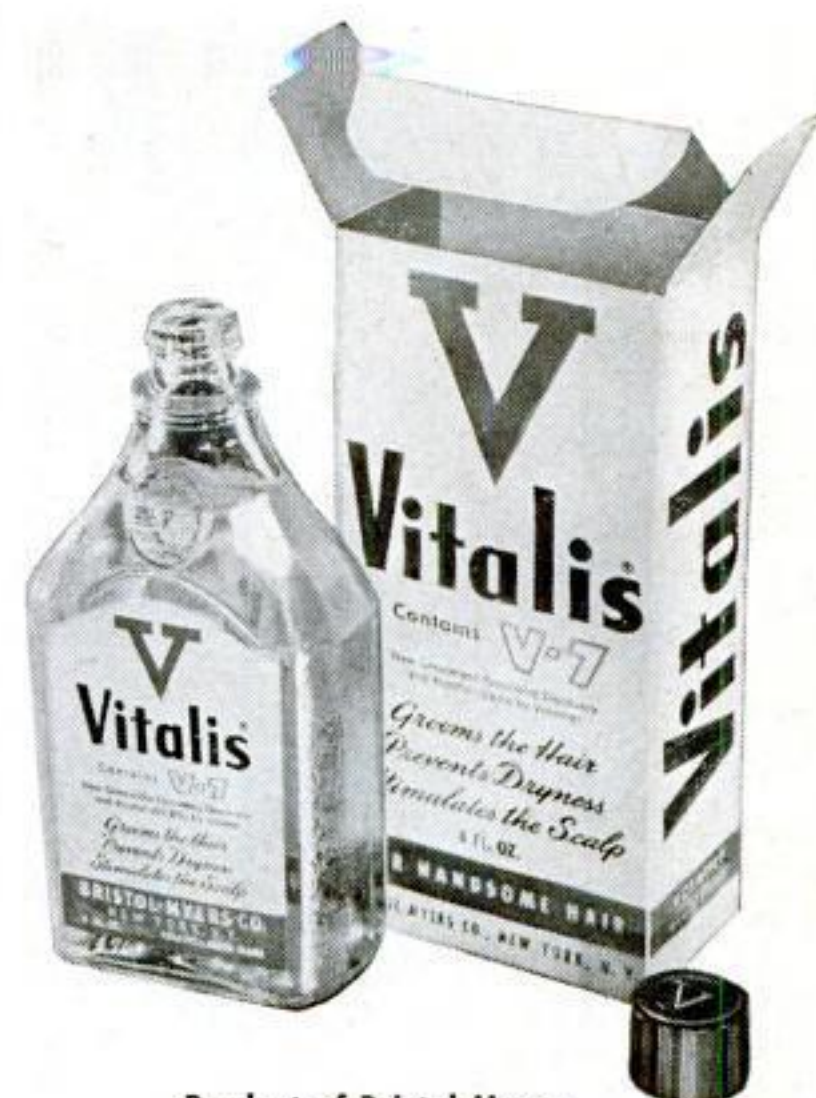
with cameras. The B-36 has come in from Roswell, N. Mex. with eagerly awaited freight (*next page*).



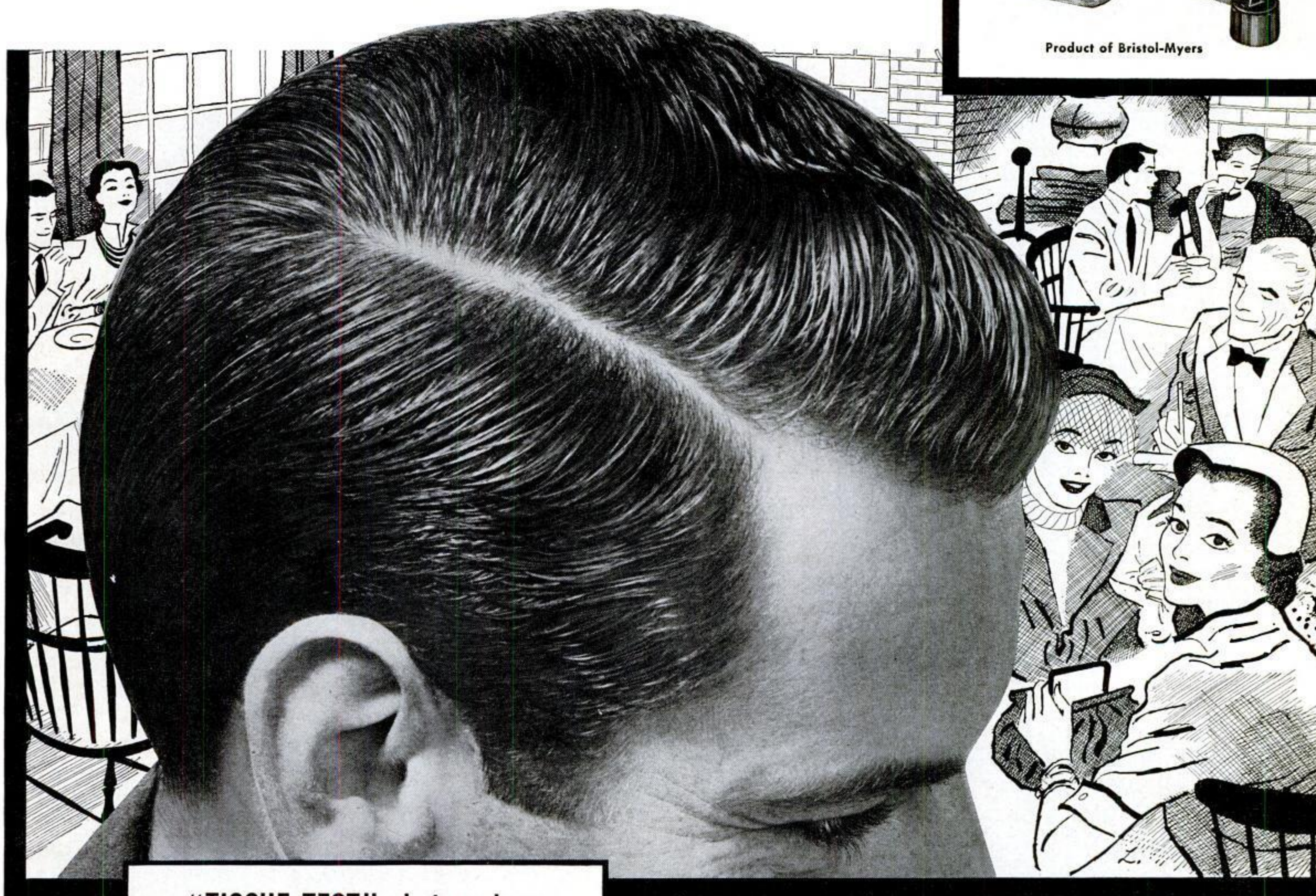
Men handle a special cargo flown in by B-36 to satisfy longing for a tree in Thule

New Greaseless Way To Keep Your Hair Neat All Day!

Vitalis® with V-7 makes even dry, unruly hair easy to manage



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"TISSUE TEST" photos show
how Vitalis outdates messy oils



NEW VITALIS



MESSY OILS

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Untouched photographs above show the difference in results!

1. **New grooming discovery.** V-7 in new Vitalis is not an animal, vegetable or mineral oil. It makes your hair easy to manage—yet you never have an over-slick, plastered-down look.
2. **Prevents dryness.** New Vitalis maintains the natural moisture balance of your hair better than any other leading hair tonic.
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4. **Stimulates scalp.** Vitalis Hair Tonic actually stimulates your scalp circulation, thus helps maintain health and vitality of both scalp and hair. Get Vitalis today.

*Your barber is an expert on keeping your hair in tip-top condition.
Let him give you a professional application of new Vitalis with V-7*

Don't miss the new "Arthur Godfrey Digest," CBS Radio Network, Fridays, 8:30 PM., EST.



TEX LOOKS FRAIL AND FORLORN AS HE PADS ABOUT PINE-PANELED DEN. FLOWERED CHAIR IS WHERE HIS MISTRESS BOBBYETTA SITS TO KEEP HIM COMPANY

LION IN A PINE-PANELED DEN

Family pet languishes in luxury

Few other lions have received the lion's share of attention that Tex has gotten. Three years ago, when Tex became the family pet of the Porter household in Herscher, Ill., the Porters made him a pine-paneled den by dividing their living room in half with a steel grillwork. Tex lived in one part and daughter Bobbyetta, who is 28, slept in the other because Tex was given to roaring when left by himself.

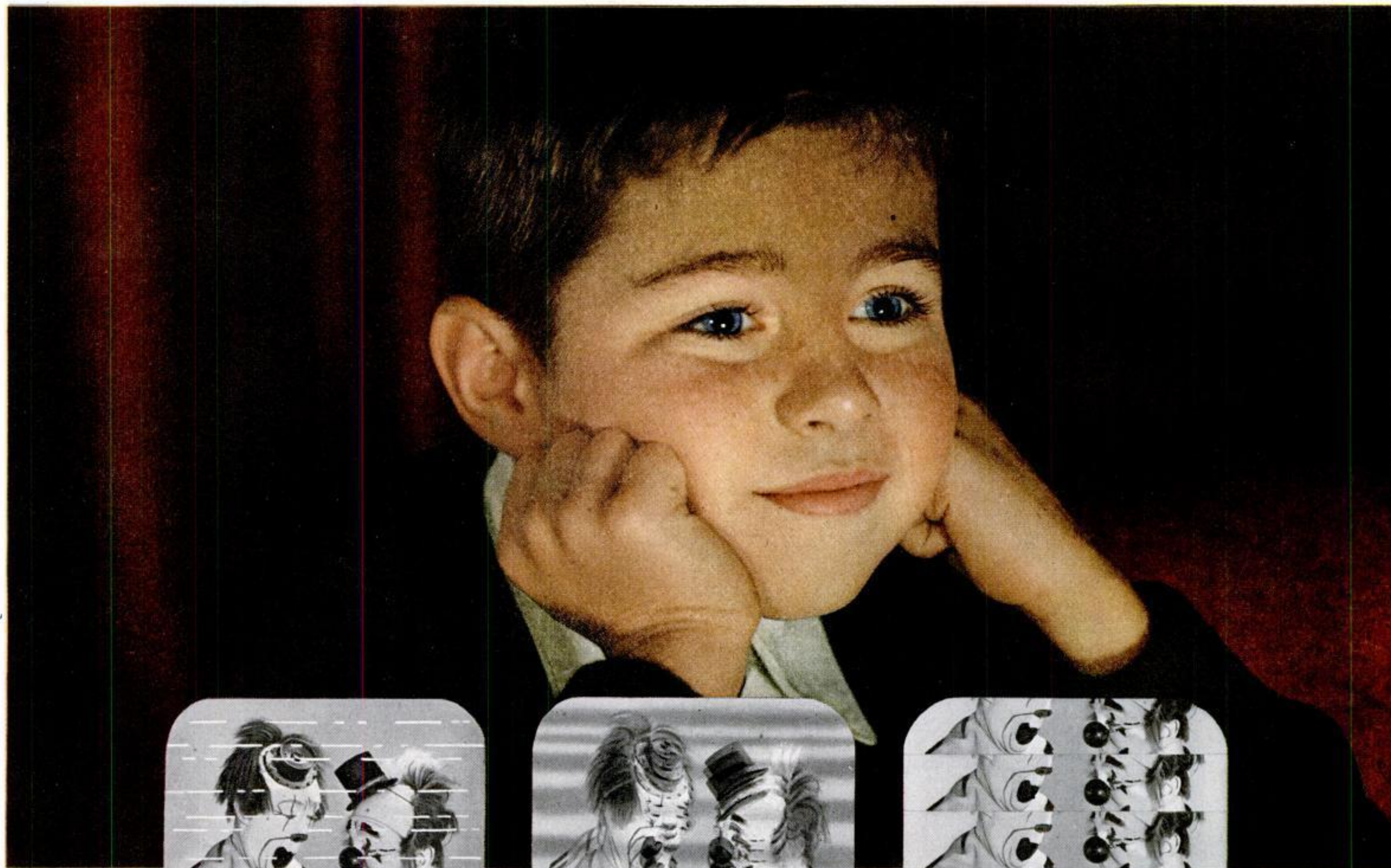
The Porters, who bought Tex from a dealer in Texas, fed him seven pounds of meat and two quarts of milk a day. Bobbyetta brushed his teeth and relaxed him by running a vacuum cleaner over his coat. Tex grew up gentle and affectionate but recently has been taken with sick spells. He has been examined by five doctors and given all kinds of medicine. But Tex just looks more disconsolate (*above*) and nobody really seems to know what is wrong.



GETTING A PILL, Tex has to have mouth pried open. Sometimes he will not eat a thing for a week.



← MRS. PORTER, BOBBYETTA AND SON BILL TAKE TURNS DOCTORING TEX



NO STREAKS

NO FLUTTER

NO FLOPOVER

Nothing to break the spell

NEW WESTINGHOUSE HI-VALUE TV GIVES YOU GREATEST EYE COMFORT

Sit back and watch your favorite TV shows with uninterrupted enjoyment. No annoying streaks, flutter, flopper every time a truck or automobile goes by, or a plane passes overhead! New 5-stage Electronic Clarifier—a Westinghouse exclusive—traps the 101 causes of interference and gives you pictures that start clear, stay clear *automatically*.

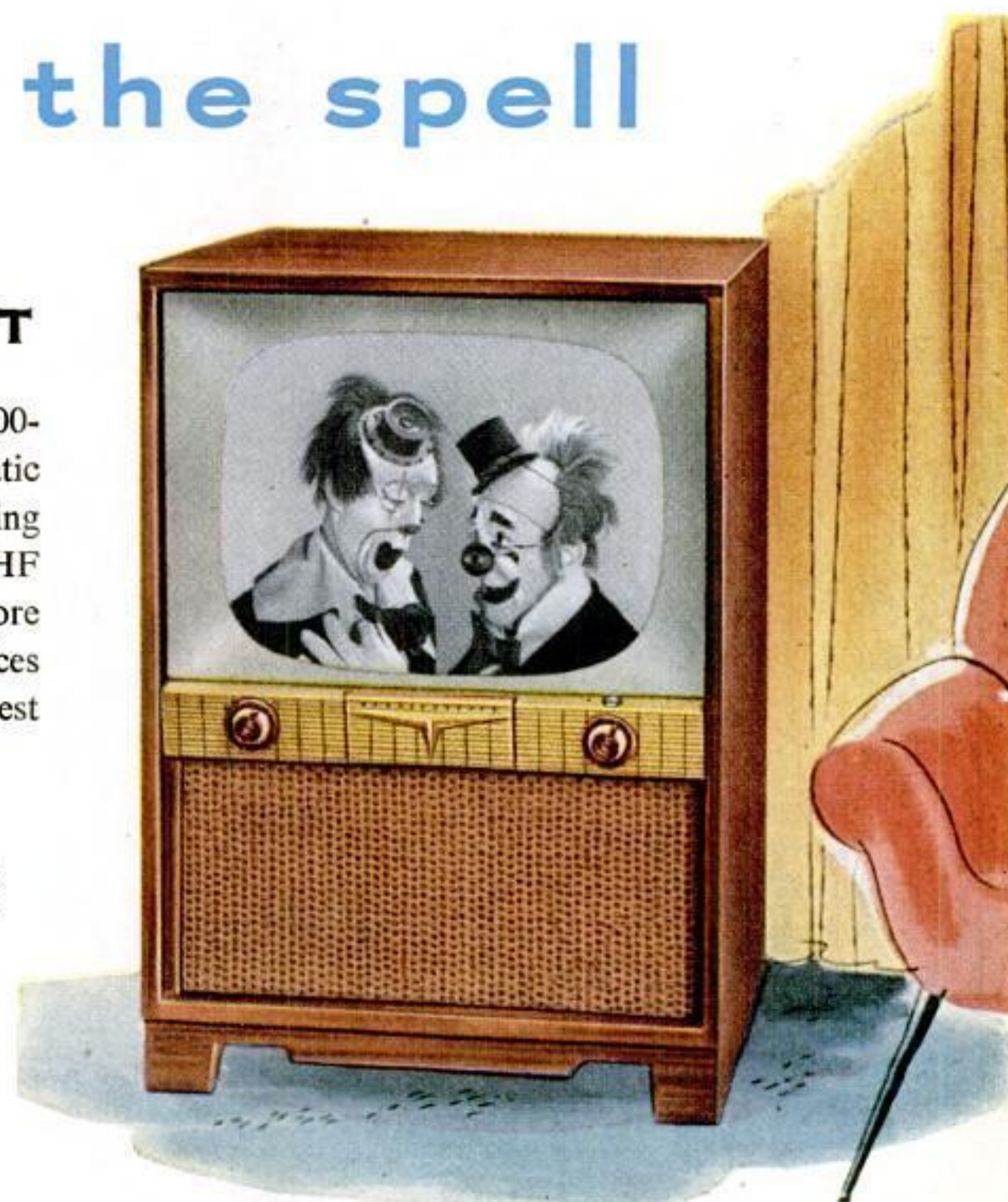
It's TV's most famous feature. Yet new Westinghouse with Electronic Clarifier

... True Dimension Picture ... new 100-mile-plus Tuner ... exclusive Automatic Area Selector ... sensational new styling ... Eye Comfort Mask ... and UHF-VHF tuning on single dial ... costs no more than ordinary TV. At the lowest prices you've ever seen, they're today's biggest TV values.

... Westinghouse Electric Corporation,
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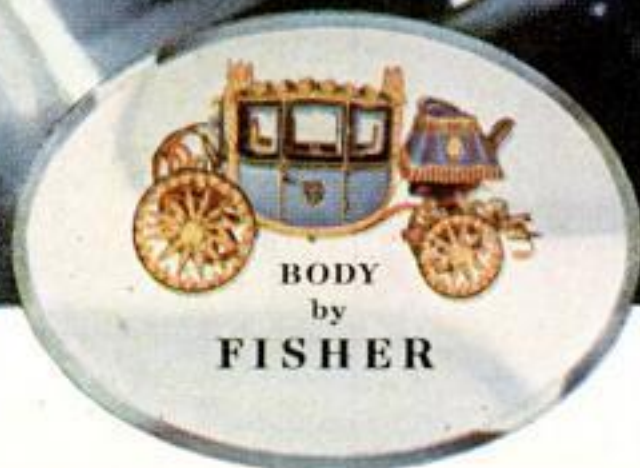
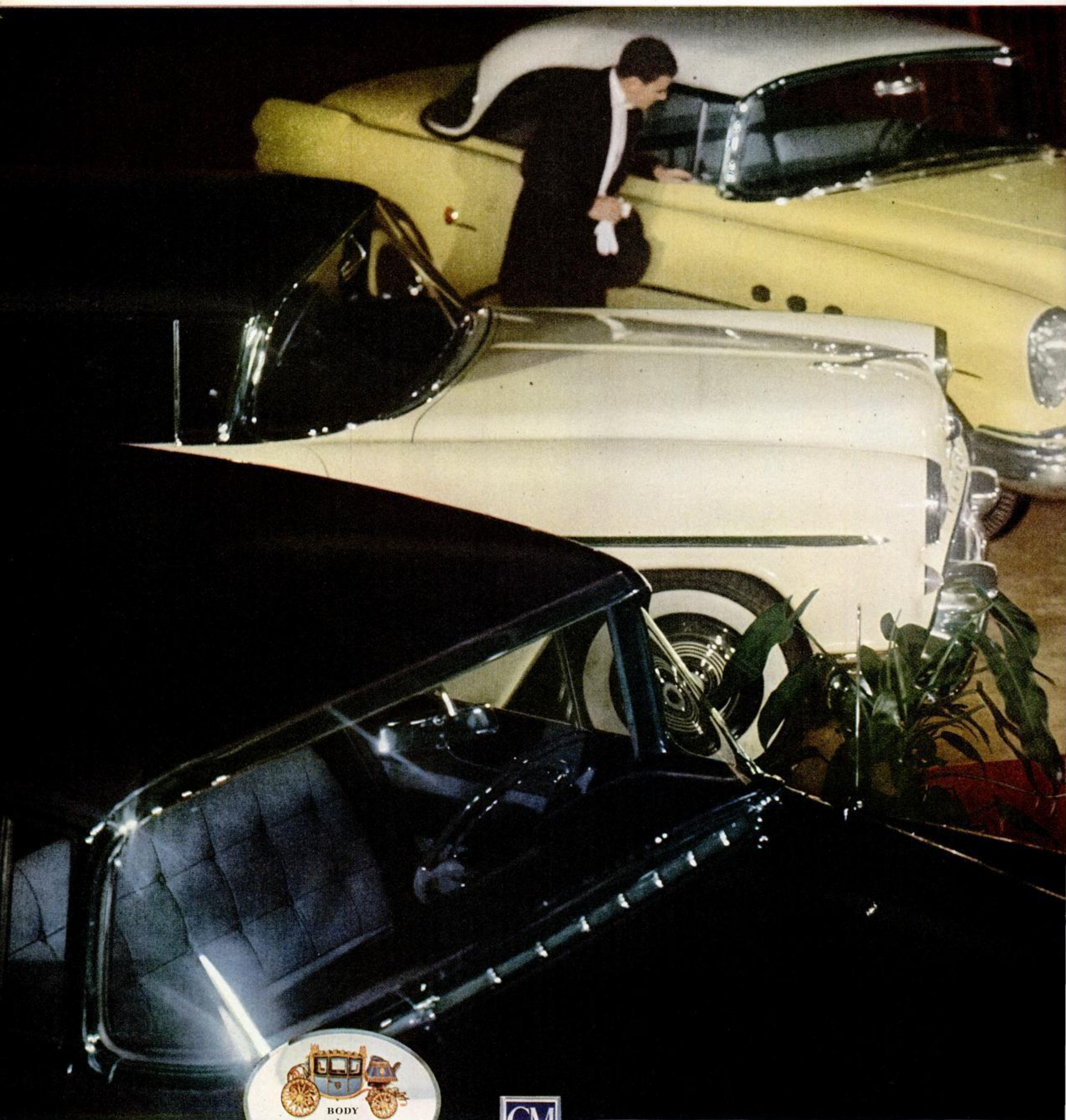
Delight to eye and ear! Handsome 21-inch console finely crafted in rich mahogany (Model 830K21), at new low prices.

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And beneath this fresh beauty will be found, this year, a new precision of structure and craftsmanship, a new tidiness of fit,



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cars only: **CHEVROLET** .

which represents a multi-million-dollar investment in making Body by Fisher mean even greater value than before.

All of which gives added reason for making your choice of a 1954 automobile, one of the five cars which offer the excellence of Body by Fisher! Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

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Ballantine Ale.

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is not to be compared with any other
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Ballantine is the ale reserved for your
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PAINTER HELEN LIEDLOFF DERIVES MOST OF INCOME FROM DESIGNING DISPLAY HANDS, LEGS AND FIGURES, WHICH ALMOST HIDE PAINTINGS IN STUDIO

The Things They Do for Art

EVEN SUCCESSFUL ARTISTS HAVE JOBS TO AUGMENT THEIR INCOMES

The road of the young American artist to economic security is generally long and uphill. Very few painters or sculptors attract the attention of museums or rich art lovers while they are young. Even when they achieve the recognition that talent and maturity deserve, they still frequently face the awkward problem of eating. How the problem is solved in the case of five recognized professionals, all

of whom have had at least one New York exhibit of their work, is shown on these pages. Their occupations are odd, but this is no accident. Although some artists support themselves by teaching or by doing commercial work, still others find that the former dulls the edge of their main talent while the latter destroys it completely. To these, slinging hash is far preferable to painting trash.

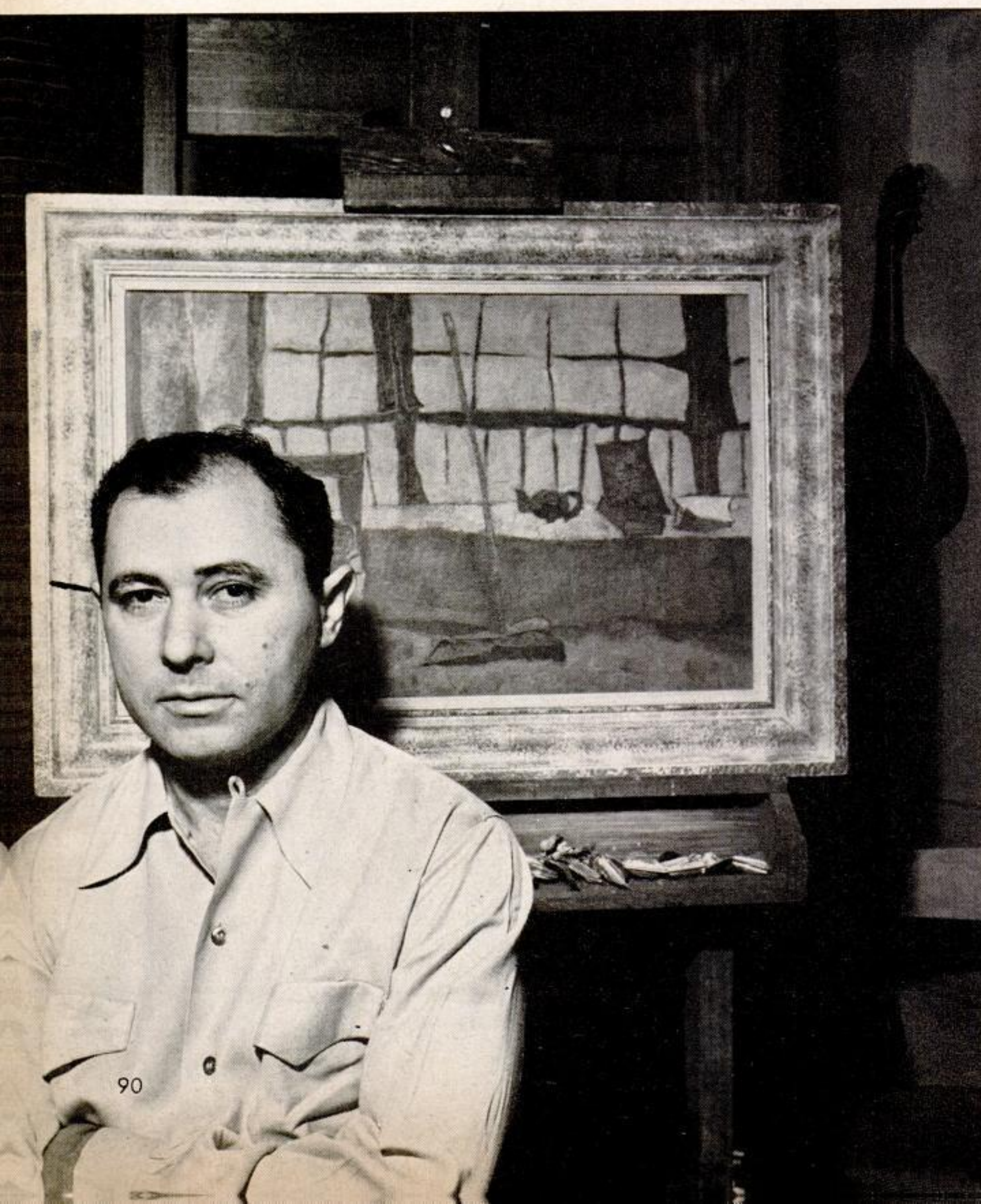


ARTISTS' JOBS CONTINUED



REALISTIC FUR CUTTER

Fifty-one-year-old Mark Baum has always kept two jobs going—his painting and one other job to let him paint. Currently he is painting, since his "other job," cutting Persian lamb skins (*above*), is a seasonal one which lays him off from Christmas to July 4 and gives him time for his art. He got interested in fur cutting about the time he got interested in painting. As he progressed artistically through classes at the National Academy to his first one-man show in 1929, he rose economically from errand boy to fur cutter. Working, he claims, has kept his painting, like *Top of a Town* (*left*), more realistic than abstract.

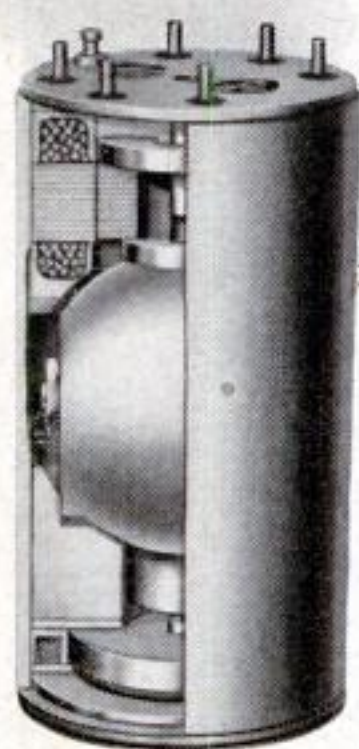


ABSTRACT BET TAKER

Like Painter Baum, 45-year-old Joseph Solman (*left*, with *Sunlit Windows*) has a seasonal job which helps him support a wife and two children but lets him paint for six uninterrupted months. From May through October during the horse-racing season Solman stands behind a window at three New York tracks selling \$5 show pari-mutuel tickets. To this he adds the \$1,000 to \$1,200 he averages yearly from the sale of his abstract canvases. A painter for 25 years, Solman had his first show in 1934 and to date has had 10 one-man exhibits, including a retrospective at the Phillips Gallery in Washington.

[CONTINUED ON PAGE 92](#)

TODAY IN
SPACE AND TIME
MAN DEPENDS
UPON



Actual Size

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RATE GYRO**

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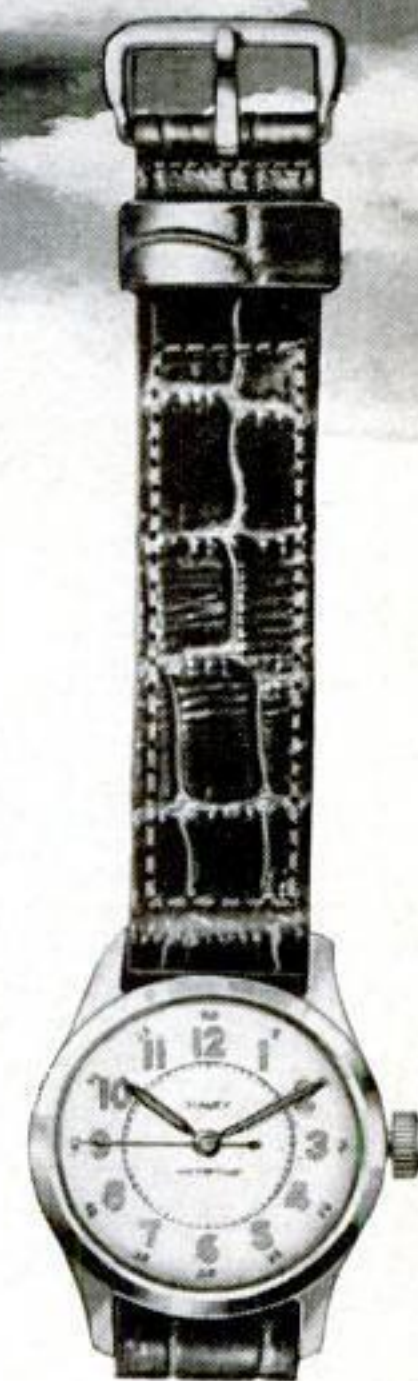
As creative science develops new product concepts, U. S. Time translates these visions into reality via precision manufacturing.

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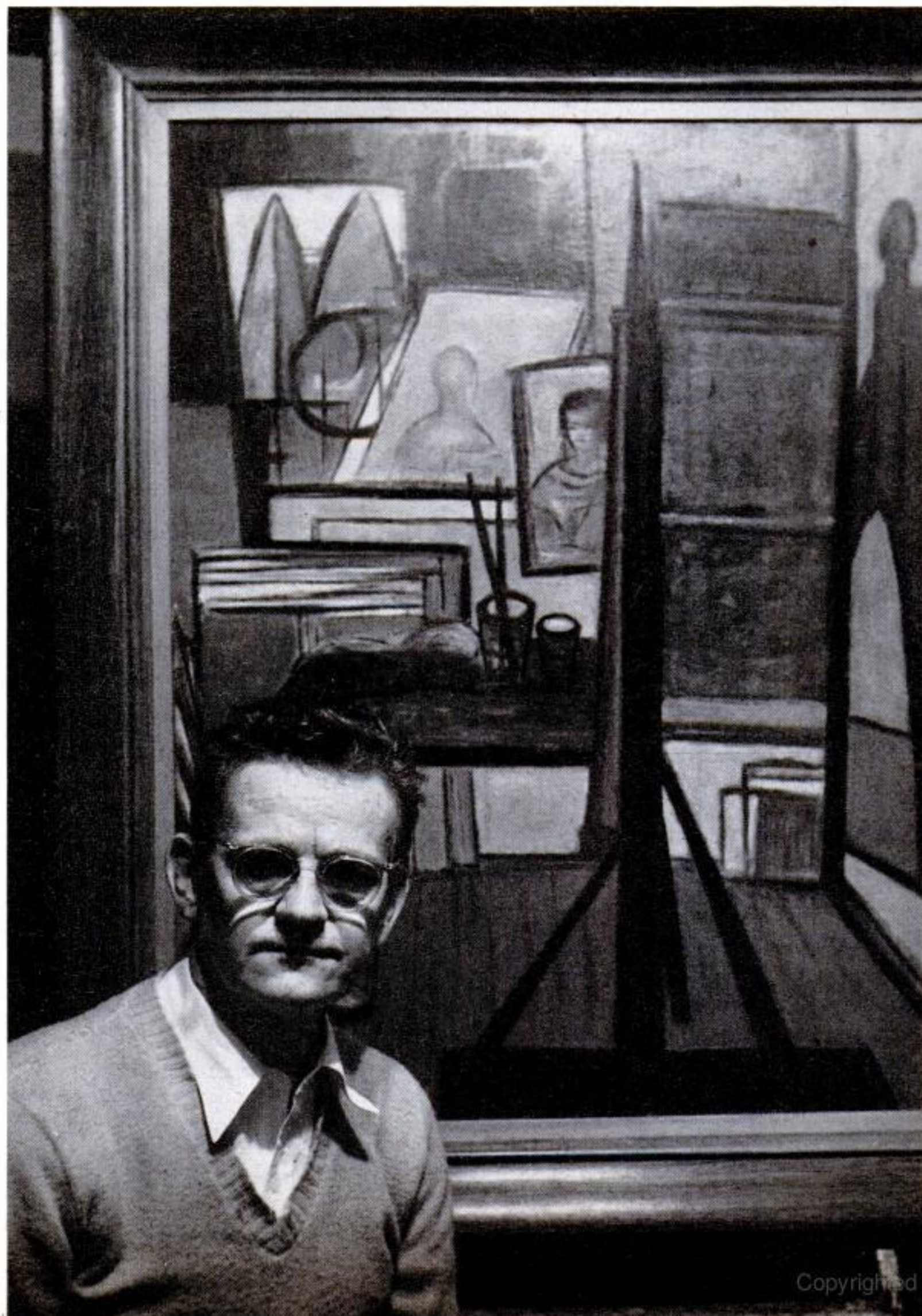
MOLDER OF SHAPES

Once a Golden Gloves welterweight champion and an hourly employe on the Plymouth assembly line in Detroit, Israel Levitan first took up painting as a challenge when a friend of his ribbed him about the boxing racket. As a chief pharmacist's mate in the Navy during World War II he learned about physiotherapy and massage, which he now practices (*above*) for extra cash. Turned sculptor, Levitan finds his massaging sideline transmits itself unconsciously to his sculpture (*right*), into which he often tries to mold "the roundness of the human form as well as the jagged quality of its nervous system."



TONSORIAL ROMANTIC

Paul Mommer, seated (*right*) before his *Studio Interior*, paints with gloves on to keep his hands clean for his hairdressing shop which, he says, was for years the support of his art, his wife and his two children, in that order. Mommer, whose romantic work hangs in several galleries, including the Metropolitan Museum of Art, is vice president of the Audubon Artists Society and past president of the Federation of Modern Painters and Sculptors. He prefers haircutting to teaching because it leaves him with a fresh eye for painting. "When I leave my shop," he explains, "I forget my business completely."





*"Why reeks the goat
on yonder hill,
who daily dines
on chlorophyll?"*

Old Proverb



Don't be the goat

The most popular of all breath fresheners
are still Pep-O-mint Life Savers!

The candy with the hole



... Still only 5¢

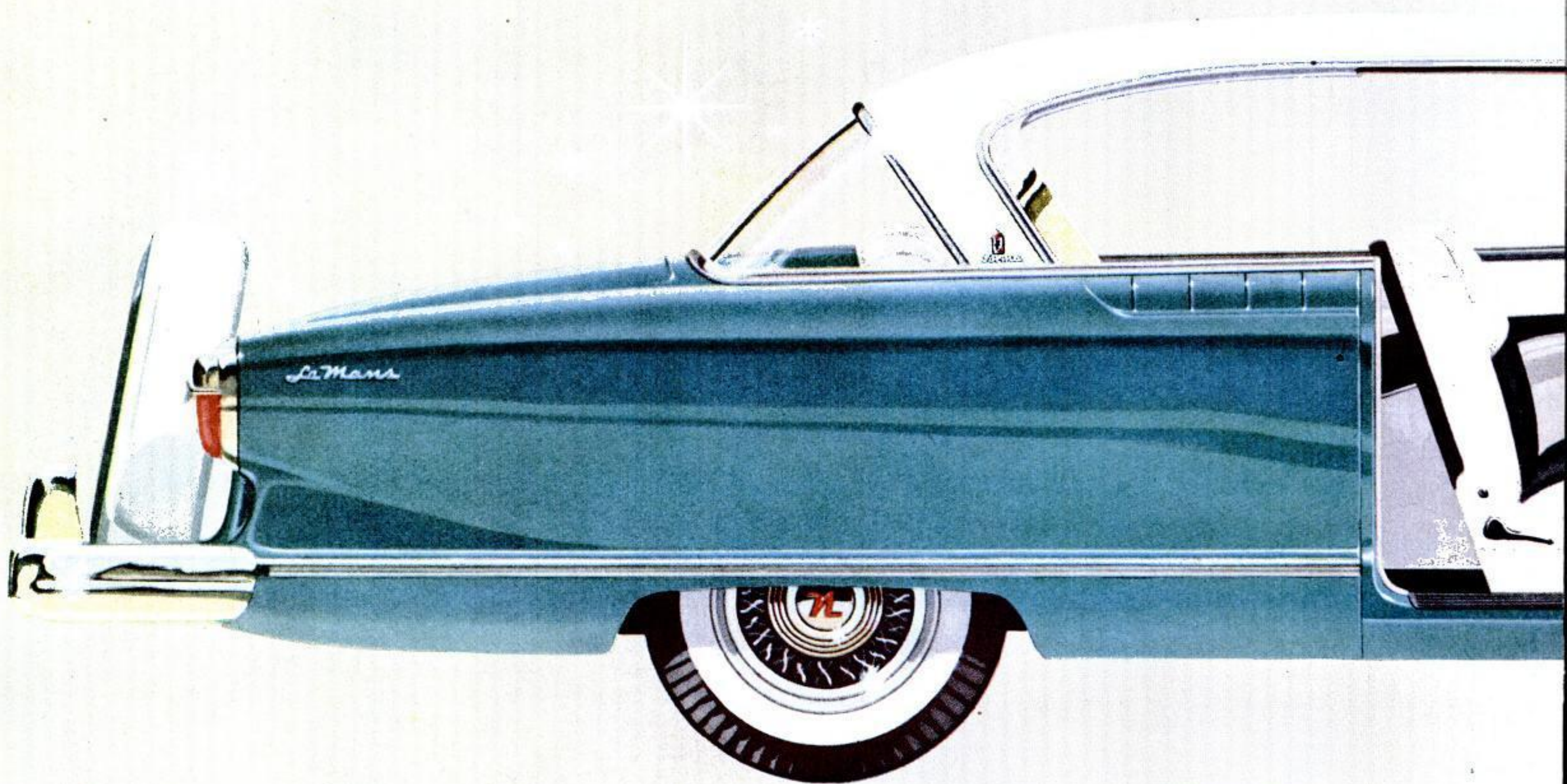
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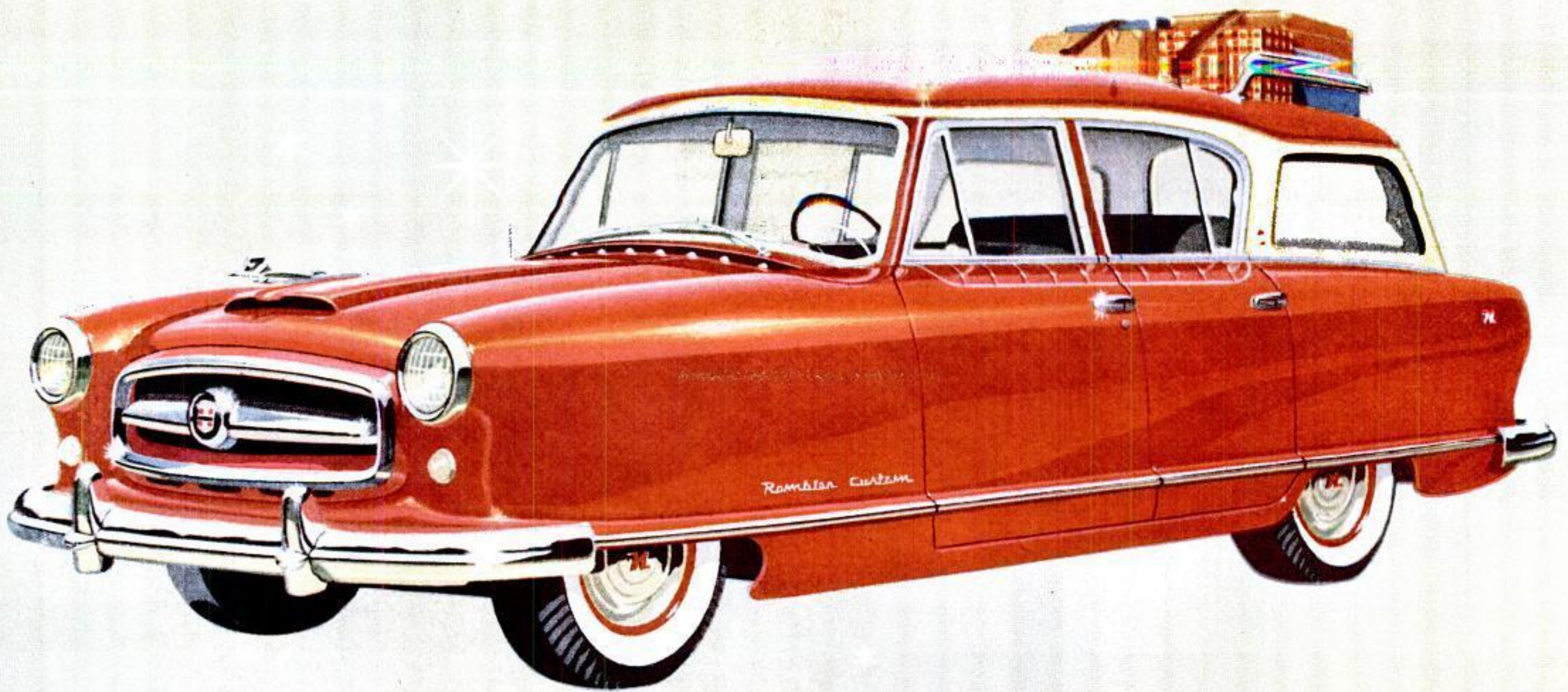
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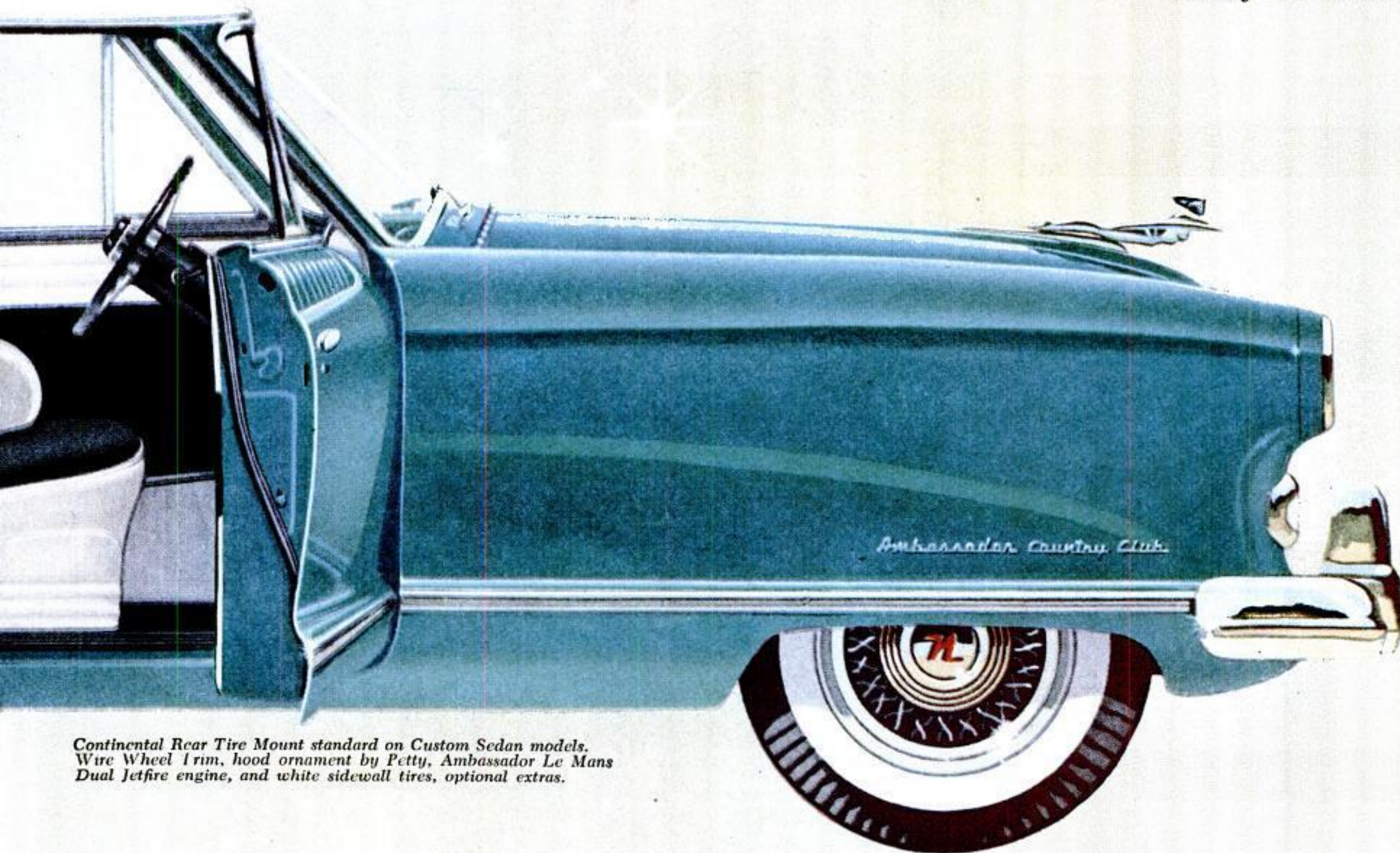
New 1954 Nash Statesman Four-Door Sedan
. . . the roomy family sedan with 17½ spacious feet of overall length . . . the car that features completely new developments in twin-carburetor, high-compression power. New "Dual Powerflyte" engine delivers sensational new performance with amazing economy.



Introducing

The New Nash Rambler "Cross Country"

... a brand new note in motoring luxury and versatility. It's a striking new four-door sedan ... it's an extra spacious 15½-foot utility car with a smart new Travel-Rack for extra luggage atop the roof. And it has all the Rambler zip and style ... and compactness.



Continental Rear Tire Mount standard on Custom Sedan models. Wire Wheel Rim, hood ornament by Petty, Ambassador Le Mans Dual Jetfire engine, and white sidewall tires, optional extras.

New 1954 Nash Ambassador Country Club ... 18½ feet of motor car luxury with the greatest eye-level visibility, the widest seats of any automobile. Super Jetfire Engine with new, higher compression ratio combines sensational increased power with traditional Nash economy. All Nash models offer choice of three transmissions, including Dual-Range Hydra-Matic.

Brand New Nash Rambler Four-Door Sedan. Rambler smart ... Rambler-handly—it's a real Rambler travel car with over 16 feet of overall length—room for Twin Beds and big family-size luggage compartment. On Custom models radio, Weather Eye, continental tire mount are included as standard equipment.



1954

Nash
Airflytes

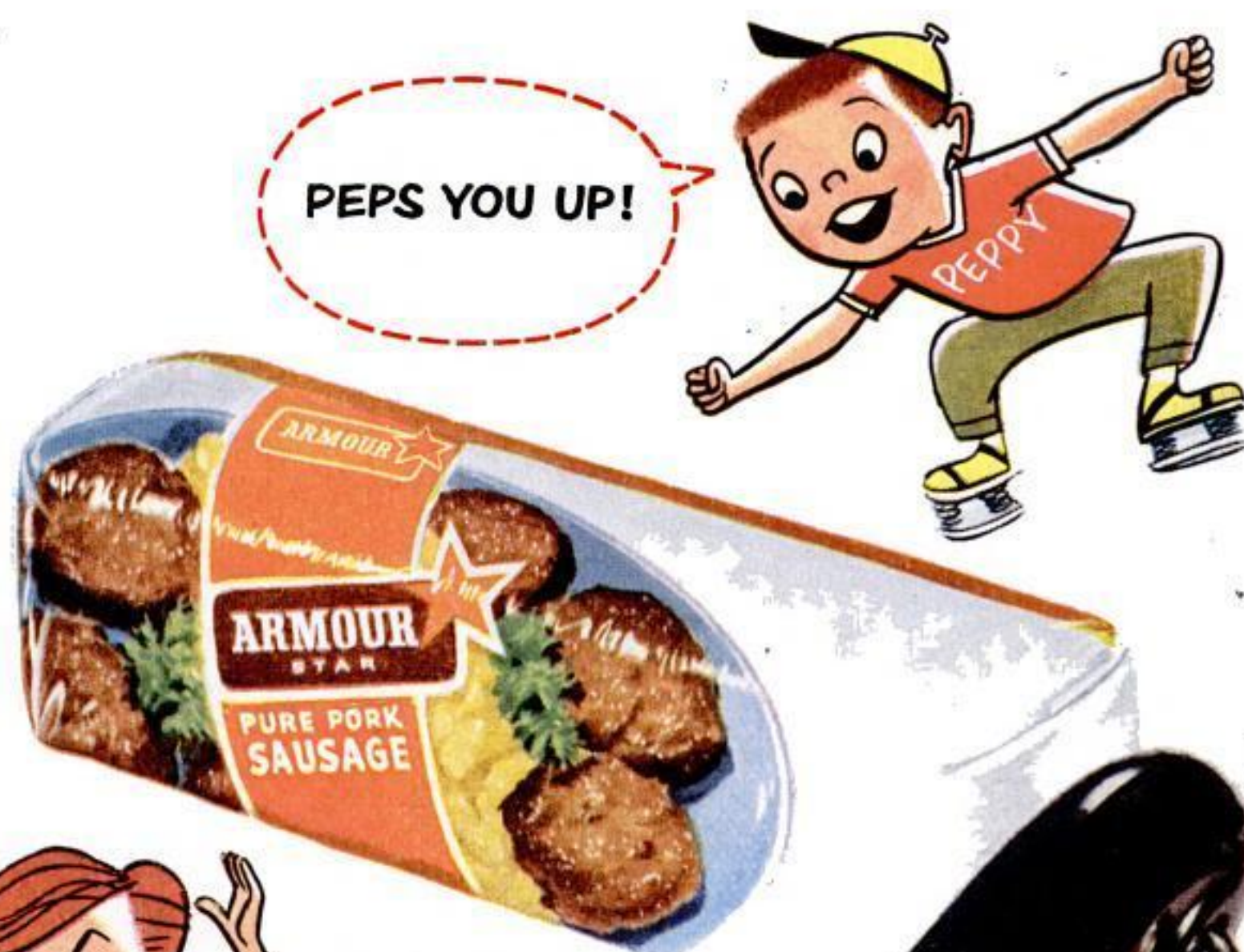
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PURE PORK
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You know it's good!

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CAMERA HIDDEN IN FRONT WALL OF COURT CATCHES HASHIM KHAN (LEFT) MAKING DIFFICULT DROP SHOT IN CHAMPIONSHIP PLAY AGAINST DOUG McLAGGAN

REMARKABLE HASHIM FROM PAKISTAN

Once a ball boy in Peshawar, Khan barely misses coup at unfamiliar U.S. brand of squash rackets

The gallery gazed in wonder at the racket-wielding little man from Pakistan as he moved deftly about an unfamiliar court making brilliant shots. At 37, Hashim Khan, champion of the English version of squash rackets, had come to the U.S. to try the American game with a smaller court, heavier bat and faster ball. After only 10 days of practice he became proficient enough to beat G. Diehl Mateer Jr., the top American player.

Hashim Khan's feat in the quarter-finals of the first American Open

Singles Squash Rackets Championship in New York was remarkable, but so was his rise to the top. As a kid in Peshawar he swept courts at the Royal Air Force base, gave his one *anna* a day to the local pro for lessons. He became so good that the officers at Peshawar took up a collection three years ago to send him to London to play in the English championship, which he won and has held for the past three years. But the strange American game finally caught up with Hashim Khan in the finals (p. 100).



THE LE MANS 24-HOURS (France) saw Champion-equipped cars take the first seven places at record times for this event.



THE GRAND PRIX OF ARGENTINA. Three hundred thousand spectators saw Ascari win with Ferrari.



SEBRING 12-HOUR RACE was won by top U. S. road-racing team of John Fitch-Phil Walters in a Cunningham.

LE MANS
GRAND PRIX GERMANY
SEBRING
GRAND PRIX MONTE CARLO

INDIANAPOLIS
GRAND PRIX PORTUGAL
RIO DE JANEIRO GRAND PRIX
PAN-AMERICAN

AGAIN IN INTERNATIONAL RACING CHAMPIONS POWER THE WINNERS!

MILLE MIGLIA GRAND PRIX ENGLAND GRAND PRIX HOLLAND GRAND PRIX BELGIUM GRAND PRIX FRANCE GRAND PRIX PARIS GRAND PRIX PAU
GRAND PRIX COMMINGES GRAND PRIX DES SABLES D'OLONNE GRAND PRIX SWITZERLAND GRAND PRIX LABAULE GRAND PRIX RHEIMS GRAND PRIX MONACO
GRAND PRIX ITALY GRAND PRIX NAPLES GRAND PRIX TURIN GRAND PRIX MARSEILLES GRAND PRIX SICILY SAO PAULO GRAND PRIX



THE GRAND PRIX OF BRITAIN—another victory for the Ferrari team—Ascari in 1st—all team cars using Champions.



MONTE CARLO RALLY—one of Europe's greatest reliability runs, won by Ford's Zephyr-VI, with Champions.



THE GRAND PRIX OF EUROPE (France) in which the Ferrari team again triumphed with Mike Hawthorn the victor.



THE INDIANAPOLIS "500" won by Bill Vukovich using Champions—as were all the cars finishing this race.



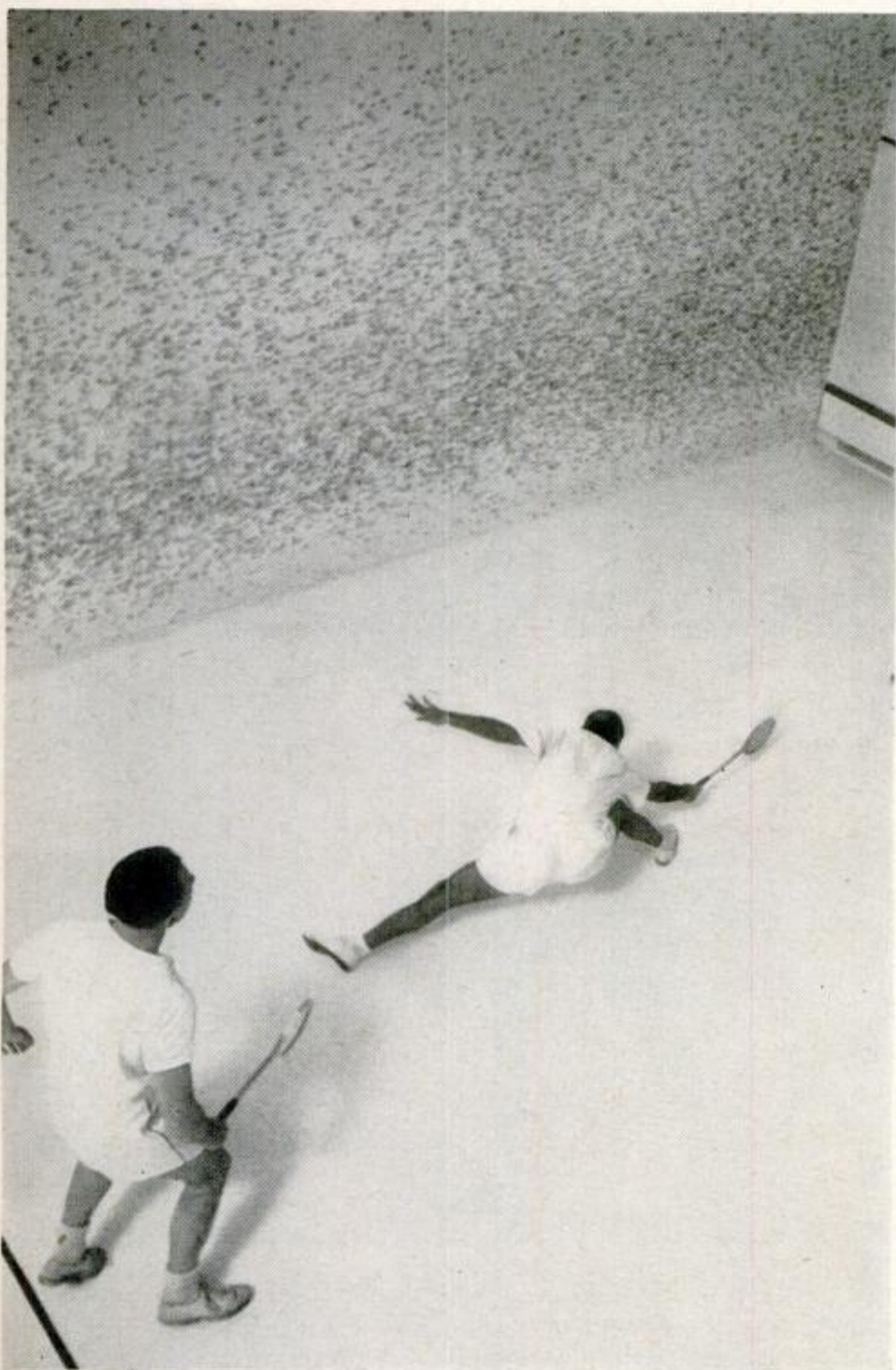
MEXICAN '52 ROAD RACE—in the stock car class Champion-equipped Lincolns finished 1, 2, 3, 4.

From Sicily to Indianapolis and from Monte Carlo to Mexico . . . along the rough, tough road of Big Time racing no two meetings are alike. Cars, drivers, languages, rules—everything changes except the fact that: YEAR AFTER YEAR THE WINNERS USE CHAMPION SPARK PLUGS! Here, once again, is overwhelming evidence that wherever power, performance and dependability are essential Champions are designed and engineered to make every engine—including yours—deliver its best. For real motoring satisfaction see your nearby Champion dealer today.

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SPARK PLUGS

Remarkable Hashim CONTINUED

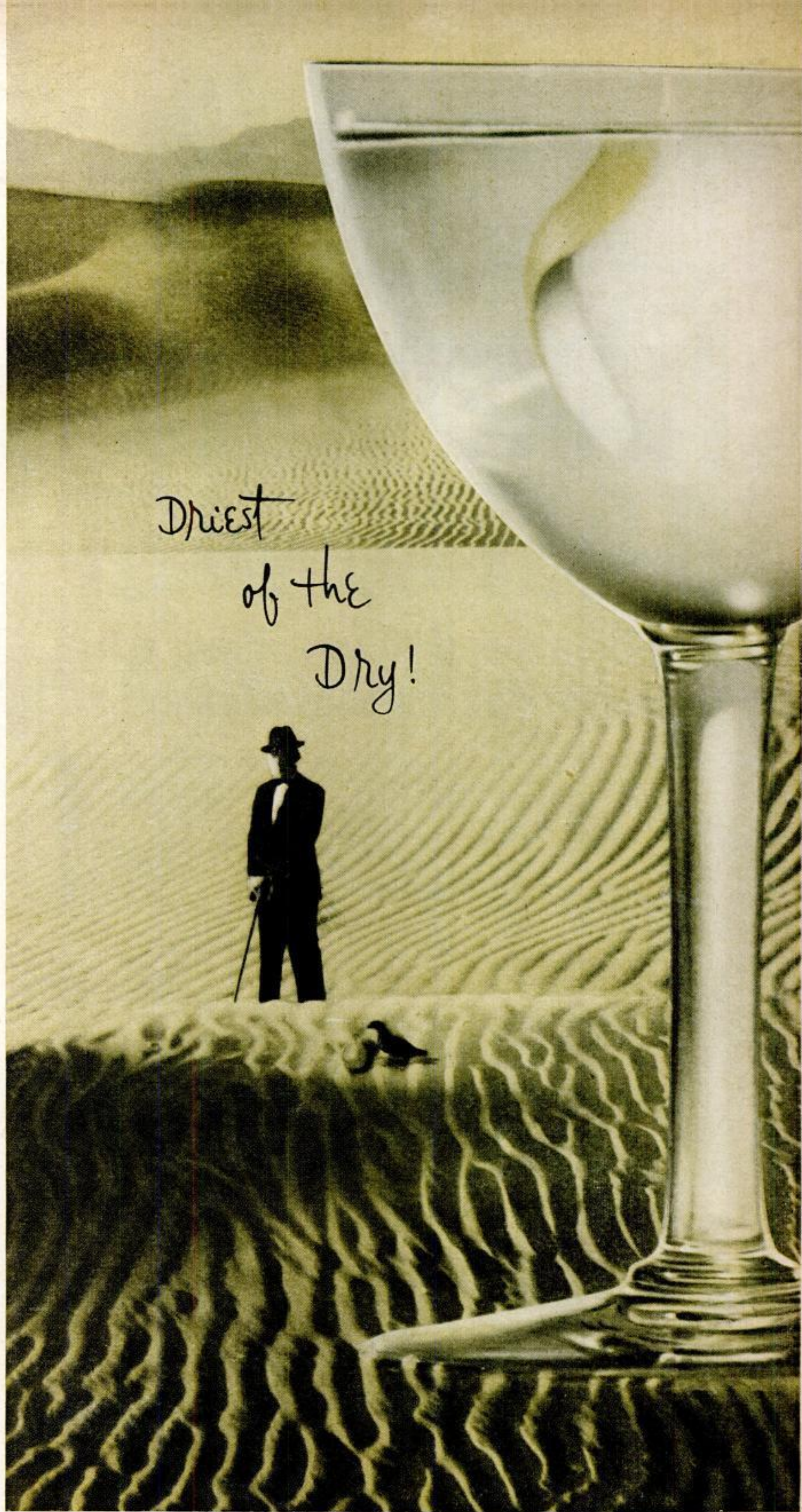


GALLERYITES' VIEW of spectacular play shows Hashim Khan doing a long split to retrieve soft rebound against McLaggan, the Canadian champion.



HEAD-ON VIEW of same play shows Khan in big stretch. Although it looked impossible, he returned the ball, beat McLaggan three straight games.

CONTINUED ON NEXT PAGE



"the martini with the marvelous taste"

The big drink is the *Vodka Dry Martini*—the driest, smoothest, most agreeable Martini you ever tasted. Follow your favorite recipe — use any proportions you like—with one simple, but vital, difference: Use dry, smooth, agreeable Smirnoff Vodka instead of gin!

it leaves you breathless

Smirnoff
THE GREATEST NAME IN **VODKA**



80 or 100 Proof. Made from 100% grain neutral spirits.
Ste. Pierre Smirnoff Fls. Inc., Hartford, Connecticut.

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MAKE BLADES LAST LONGER

with the super whisker-wilting action
of any Mennen Shave Cream!



...and enjoy
easier shaving
even in the
"AWKWARD
ZONE!"

Want easier shaves? More comfortable shaves? Cleaner, closer, longer-lasting shaves?

Mennen Shave Creams give you all these pleasures — and add a *big bonus!* They actually make even the best razor blades last longer! *Here's why:*

Like any sharp cutting tool, a razor blade gets dull quicker if it has to cut hard, tough material. Tough whiskers dull blades fast. But the special beard-softening action of Mennen Shave Creams makes soft work for any blade — keeps any blade sharp longer! And, of course, gives you a smoother shave, even in the Awkward Zone around your chin.

PROVE IT — AT OUR RISK!

Buy a tube of Mennen Shave Cream today, and test how many good shaves you get with each blade. If you don't get more good shaves per blade with

Mennen than you are getting now, mail us the empty carton — we'll refund your money in full.

THE MENNEN CO., MORRISTOWN, N. J.

MENNEN makes all 3



LATHER REGULAR 33¢ and 53¢
BRUSHLESS 29¢ and 47¢
LATHER MENTHOL-ICED 53¢

P.S. Prefer a push-button shave? Mennen makes the finest. Ask for Mennen Foam Shave — only 79¢



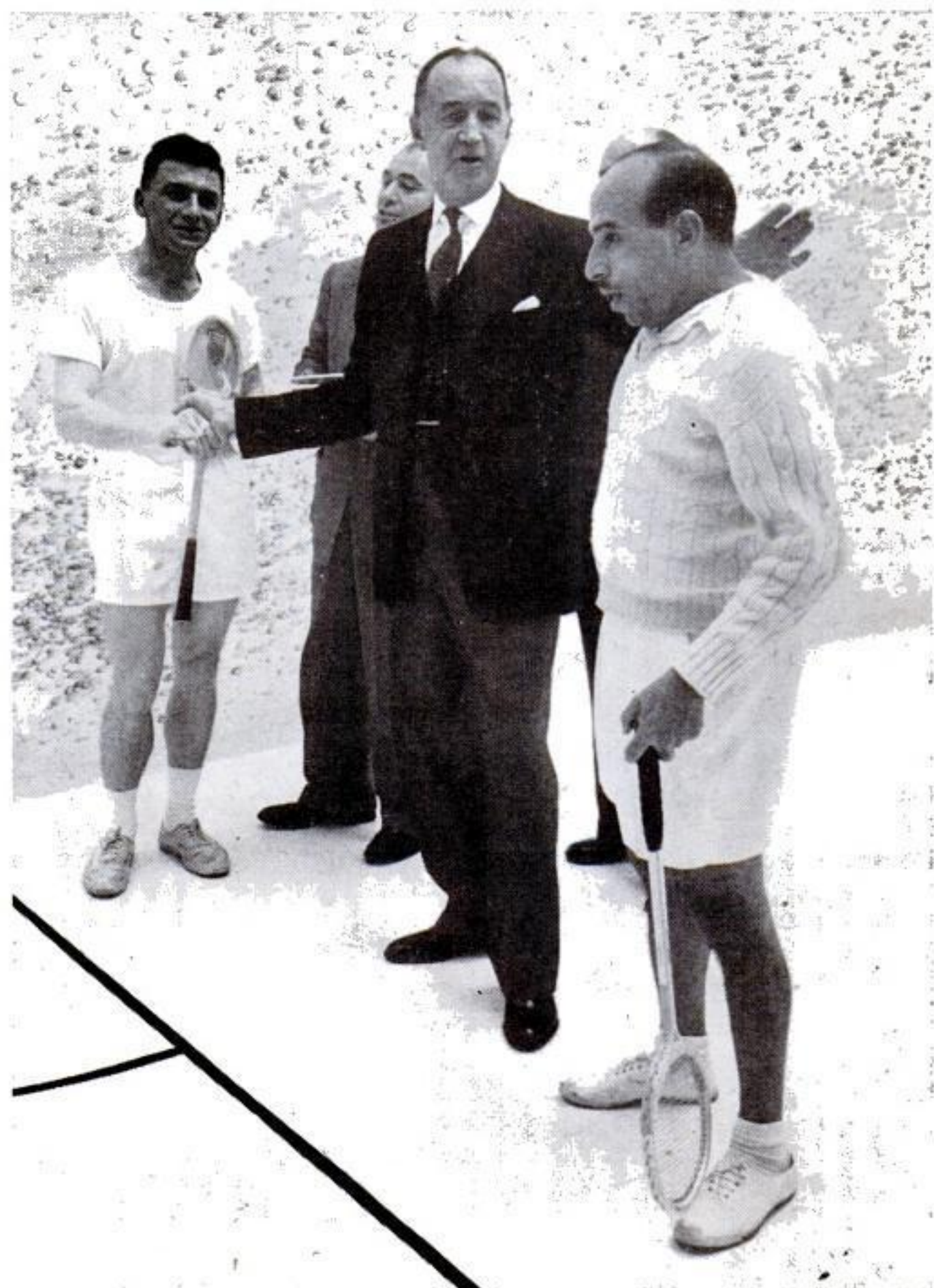
(Tube Shave Creams also available in Canada)

MENNEN *shave creams* FOR MEN

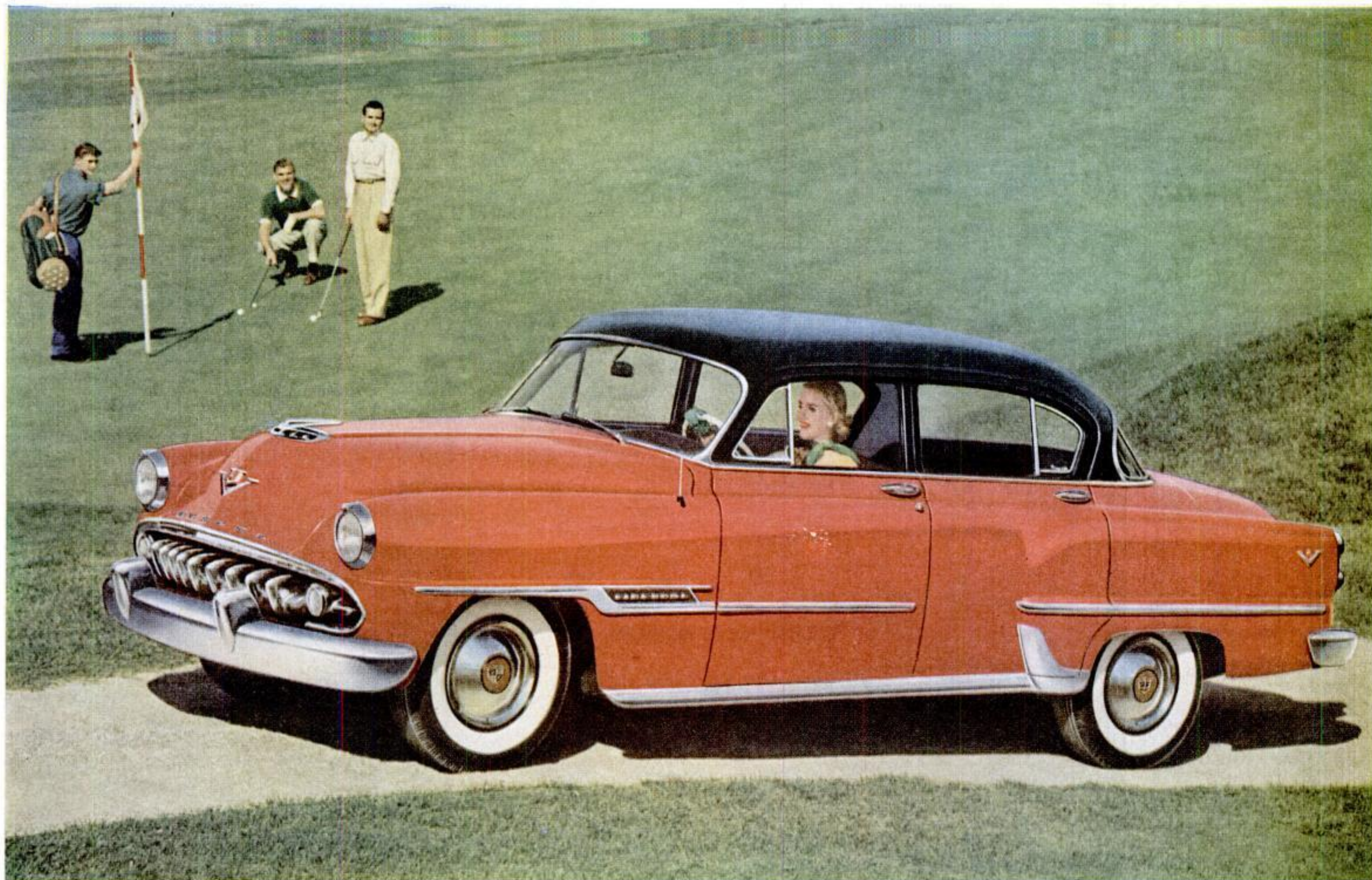
Remarkable Hashim CONTINUED



KHAN'S FIRST DEFEAT in competition came in finals. Here he congratulates his conqueror, Boston's Henri Salaun (right), ranked No. 4 in U.S.



WINNER AND LOSER flank Ned Bigelow, who organized first U.S. Open. The faster U.S. ball and Salaun's slam-bang game proved Khan's undoing.



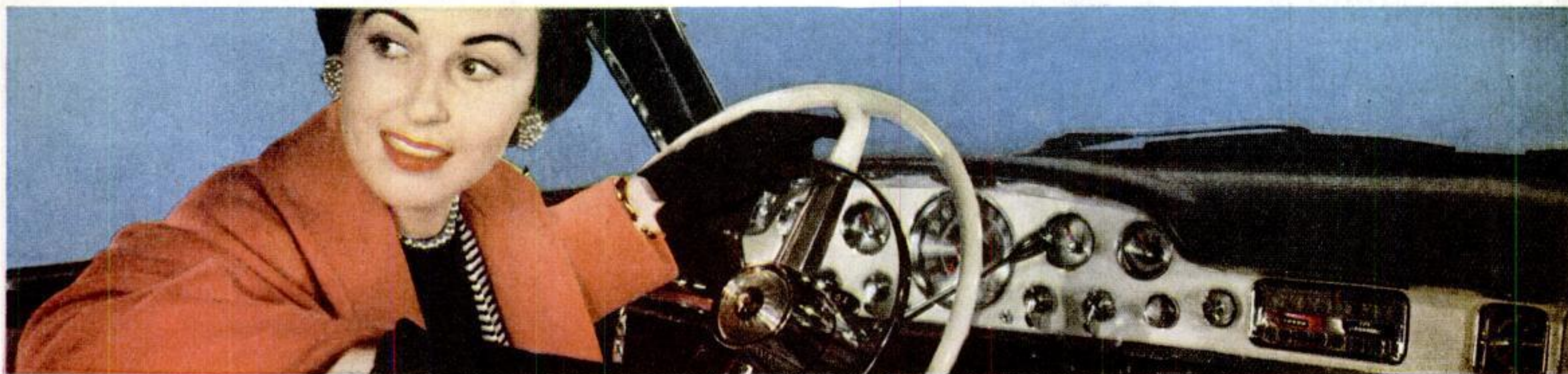
Thousands now driving the new 1954
DESOTO AUTOMATIC
 call it **the greatest car of the year!**

- ✓ with **PowerFlite**—the greatest fully automatic transmission of all.
- ✓ with the mighty **Fire Dome**—world's most powerful engine design.
- ✓ with **Full Time Power Steering** and **double-action Power Braking**.

DeSoto holds the lead in new-car excitement—and no wonder! ▶ Here is the jet-like getaway of a smooth, silent, clutchless drive—the newest and finest on the road! ▶ Here is Power Steering doing its work every second you drive! ▶ Here are double-safe Power Brakes—and rich new interiors, beautifully matched to body

colors. And, if you wish, there's the luxury of real DeSoto Airtemp air conditioning. Drive the mighty Fire Dome V-8 (now stepped up to 170 h. p.!) or the brilliant Powermaster Six. Both are at De Soto dealers now. Either will put you ahead *automatically!*

DeSoto Division, Chrysler Corporation.



DESOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.



When
you're
having guests
who know
their spaghetti...



Imagine! Only 12 minutes of cooking—and you can turn out a complete spaghetti dinner right at home. A dinner that would be hard to beat in the best Italian restaurant. Chef brings you *all* the makings in one

handy carton — quick-cooking spaghetti; superb, ready-to-heat sauce (with meat or mushrooms); and grated Italian-style cheese. Three servings per carton—at a wonderfully low, low 14¢ a serving!

Quick real Italian-style

CHEF BOY-AR-DEE
SPAGHETTI DINNER

Sauce with Meat or Sauce with Mushrooms

It's the specially blended sauce that makes Chef Spaghetti Dinners—and all the many other Chef products—so extra-specially good.

Try Chef Boy-Ar-Dee Ravioli, Spaghetti and Meat Balls, Sauce with Meat, Sauce with Mushrooms, Sauce with Meat Balls, Spanish Sauce and Meat Balls with Gravy.

Why not make one night a week "Chef Night"? Save time, save money, serve wonderful meals!





ALL WHITE version of trench coat is made of plastic fabric resembling leather (John Frederics, \$35). Though coat looks blatantly impractical, it can be easily washed down with soap and warm water.

The Ubiquitous Trench Coat

CLOAK OF INTRIGUE GETS SOME SPECIAL TREATMENT FOR THE LADIES

The classic weather-beaten trench coat, devised for British army officers during World War I, has come in out of the rain and is now identified with the daring exploits of foreign correspondents and TV private eyes. Its new reputation as the coat with the built-in intrigue has provoked designers into making adaptations for lady wearers and, by

happy coincidence, it turns out that the rugged style looks luxuriously feminine when worn by slender-waisted women. Trench coats can now be had in fake leather (*above*), in dotted cotton for day, in highly formal Italian taffeta for a rendezvous after dark. They are fashionably worn with the waist cinched in, collar turned up and an enigmatic smile.

**NOW,
THE DEODORANT
THAT WON'T
WEAR OUT!**

**NEW
Stopette**

**with the
anti-immunity
factor**

**...its effectiveness
can't fade away**



Does your present deodorant still work? Perhaps you've built up an immunity. Now, there's an answer for this "deodorant immunity."

Dr. Jules Montenier's New Stopette with the Anti-Immunity Factor.

You'll never grow immune to New Stopette. Actually, it grows in effectiveness with daily use.

Gives you more and more (instead of less and less) protection.

Are you sure your deodorant works *every day*? It will — when you change to New Stopette with the Anti-Immunity Factor. At all drug and cosmetic counters in

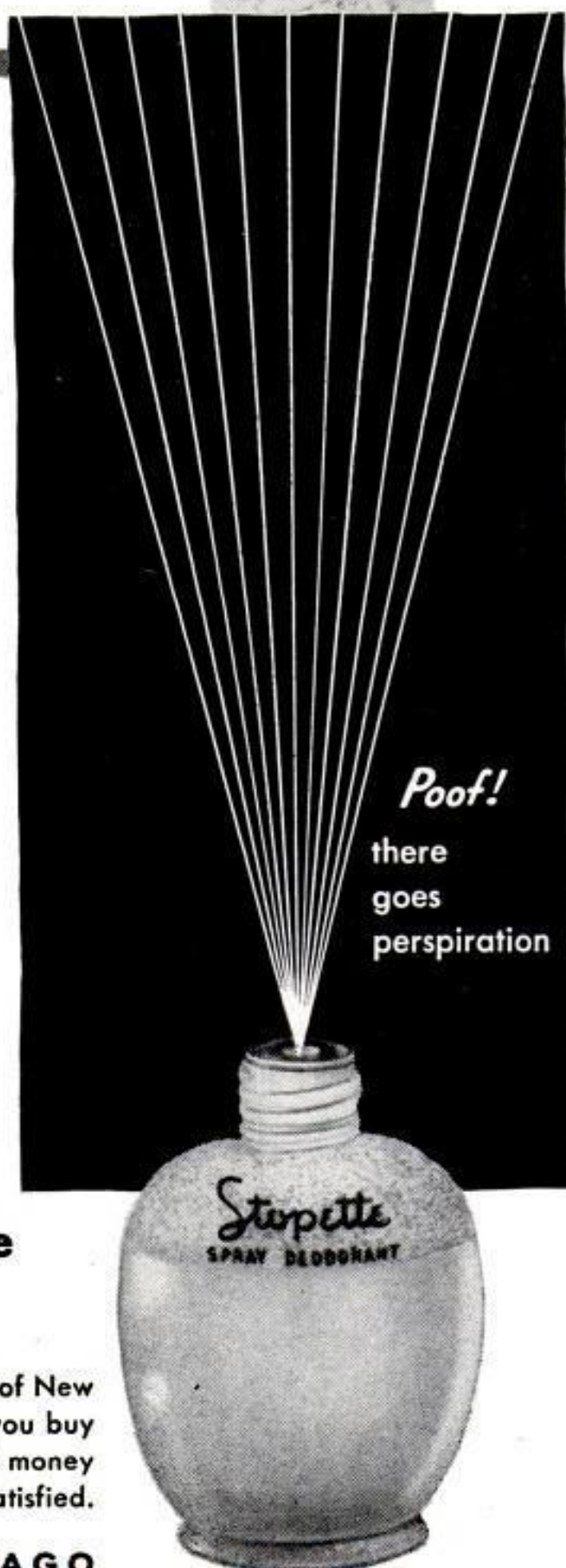
the familiar pure white spray bottle.



**FREE!
45-Day
Trial Bottle**

FREE trial bottle of New Stopette when you buy the large \$1.25 size. Your money back if you're not completely satisfied.

JULES MONTENIER, INC., CHICAGO



TRENCH COATS CONTINUED



FOR RAIN OR SLUSH this weatherproof khaki trench coat (Valmeline, \$29.95) done by designer in Germany is practical version, nearest its model.



FOR DARK OF NIGHT Traina-Norell has designed exaggerated white taffeta trench coat which is worn with evening dress and a bib of rhinestones.

CONTINUED ON PAGE 108



ARTHUR GODFREY says:

Don't put a cold in your pocket—
It's "Kleenex Tissue Time"

Listen to ARTHUR GODFREY TIME—
Daytime program, CBS Radio — TV



MEET "THE TISSUE THAT
MEETS YOU HALFWAY"
displayed at your
favorite store today!

★ T.M. REG. U.S. PAT. OFF.

© INTERNATIONAL CELLUCOTTON PRODUCTS CO.



I hated to tell her— what a fool I'd been...

(Based on Hartford Claims #205417, 205418)

At current values, my house was worth \$30,000. My household goods, \$15,000. So what did I do? Me a building contractor, who ought to *know* how inflation has increased replacement costs. On my own house, I just played ostrich... never gave rising prices a tumble... left the structure insured for only \$12,000, its contents for \$4,500. Came that dismal dawn, that disastrous fire, and my loss hit \$23,726.56. I had "slept away" more than \$7,200 of my family's money. And, believe me, I hated to tell *her* what a fool I'd been...

Don't "sleep away" any of *your* hard-earned money.

Find out the *actual* value of your house at today's inflated prices. Your furnishings and personal effects, too!

Write today for your free "Inventory Booklet." It's a handy way to figure out how much all your belongings are worth. The result may surprise you. Then call your Hartford Fire Insurance Company Agent or your broker. He'll see that your home and furnishings are protected for their present-day value.

Year in and year out you'll do well with the

Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

TRENCH COATS CONTINUED



DOTTED COTTON is used for newest-looking trench coat (Junior Sophisticates, \$45) which can be worn for afternoon or evening. The trench coat trend has also spread to the beach; a sawed-off version in gabardine cotton which barely covers a bathing suit will appear in color in next week's LIFE.

Everything you need for a perfect homemade apple pie is right on this page*



*Except sugar and spice

Put them together in 16 minutes

Time yourself and see. Just open a package of Pillsbury Pie Crust Mix and add water. Open a can of Comstock Pie-Sliced Apples and season to taste. (A little sugar, a little spice.) That's all you have to do, your oven does the rest. Out comes a gorgeous, big, homemade apple pie with a crust so flaky and tender, a filling so juicy and good, that your fork can hardly wait. Was any apple pie ever easier? Or better? Your grocer's expecting you.

Comstock Pie-Sliced Apples are ready to use. They're tart, they're firm, they're pie perfect.



Pillsbury Pie Crust Mix is Chill-Blended for flakier, more tender crust every time. You just add water.

MOVIES



JOUSTING, M-G-M STYLE, occurs in *Knights of the Round Table* to celebrate Sir Lancelot's return

to Camelot after his successful expedition against the marauding Picts in northern part of England.

CinemaScope in Flower

KING ARTHUR RIDES AGAIN—TWICE

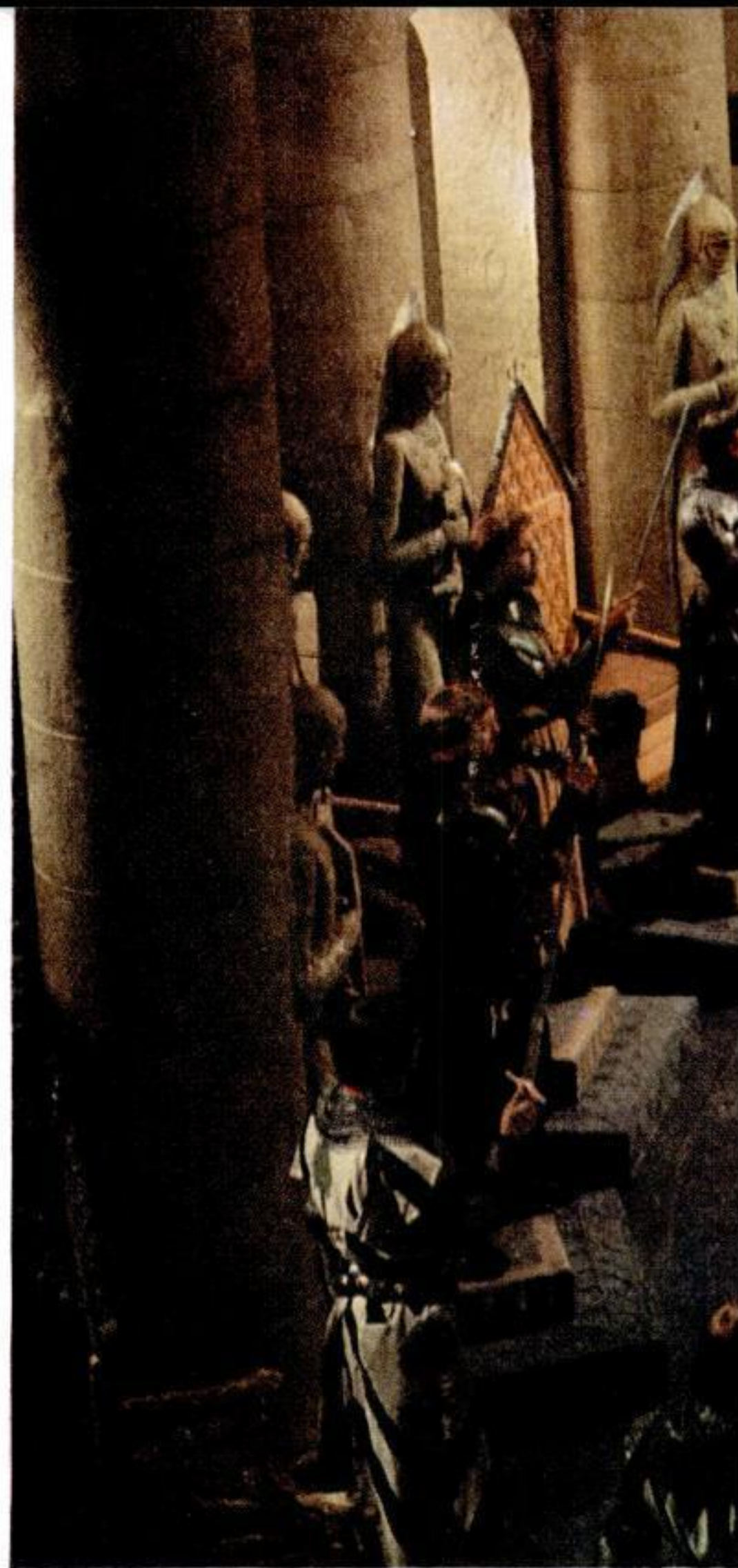
Thanks to the anamorphic lens of Hollywood's new CinemaScope, the age of chivalry is getting a new lease on life. It rises to new heights (and widths) in two big color movies, M-G-M's *Knights of the Round Table* and 20th Century-Fox's *Prince Valiant*. Both films deal with King Arthur, his famous round table (shown in two versions, right) and the doughty knights who sat around it. *Knights'* plot is based on the

generally accepted Arthurian legend, but *Valiant*, based on Hal Foster's venerable comic strip of that name, simply uses Arthur's court as background for Val's exploits. Lightish on plot, both the films are heavy on the kind of screen-filling pageantry to which CinemaScope producers have committed themselves as wholeheartedly as the knights-errant once committed themselves to their chivalric quests.



JOUSTING, FOX STYLE, in *Prince Valiant*, has an inexperienced Val, dressed in a suit of armor he

swiped from his ailing mentor Sir Gawaine, about to be unhorsed by the flexible lance of Black Knight.



SOLID ROUND TABLE in *Knights* is composite of several medieval tables in English castles which





are claimed to be original round table. Here knights take oath after Arthur (Mel Ferrer) is crowned king.

OPEN ROUND TABLE in *Valiant* is less authentic version. Val kneels before Arthur, asking that he

may enter knighthood apprenticeship under guidance of Sir Gawaine (Sterling Hayden, standing).





A WOUNDED VILLAIN, Sir Modred (Stanley Baker) in *Knights of Round Table*, dies in the arms of his wife and fellow conspirator Morgan Le Fay (Anne Crawford) after defeat at hands of Lancelot.

AN ANGRY LANCELOT (Robert Taylor) shouts, "To the death!" and directs an avenging mailed foot at midriff of Modred whose treachery has brought about death of Arthur and breakup of his court.



A WOUNDED VAL, just shot in the back by one of the wicked Black Knight's bowmen, is comforted by heroine Aleta (Janet Leigh) who takes him home to recover at the castle of her father King Luke.

AN ANGRY VAL faces defeat in rousing climactic duel with Black Knight in Hall of the Round Table. Suddenly his famous singing sword begins to sing, a good omen. Val grasps sword and dispatches foe.



BEAUTY BARGAIN!

Convenient, Easy-to-Use

PUMP DISPENSER

with NEW 9-oz. DeLuxe Size Bottle of

CASHMERE BOUQUET

HAND LOTION



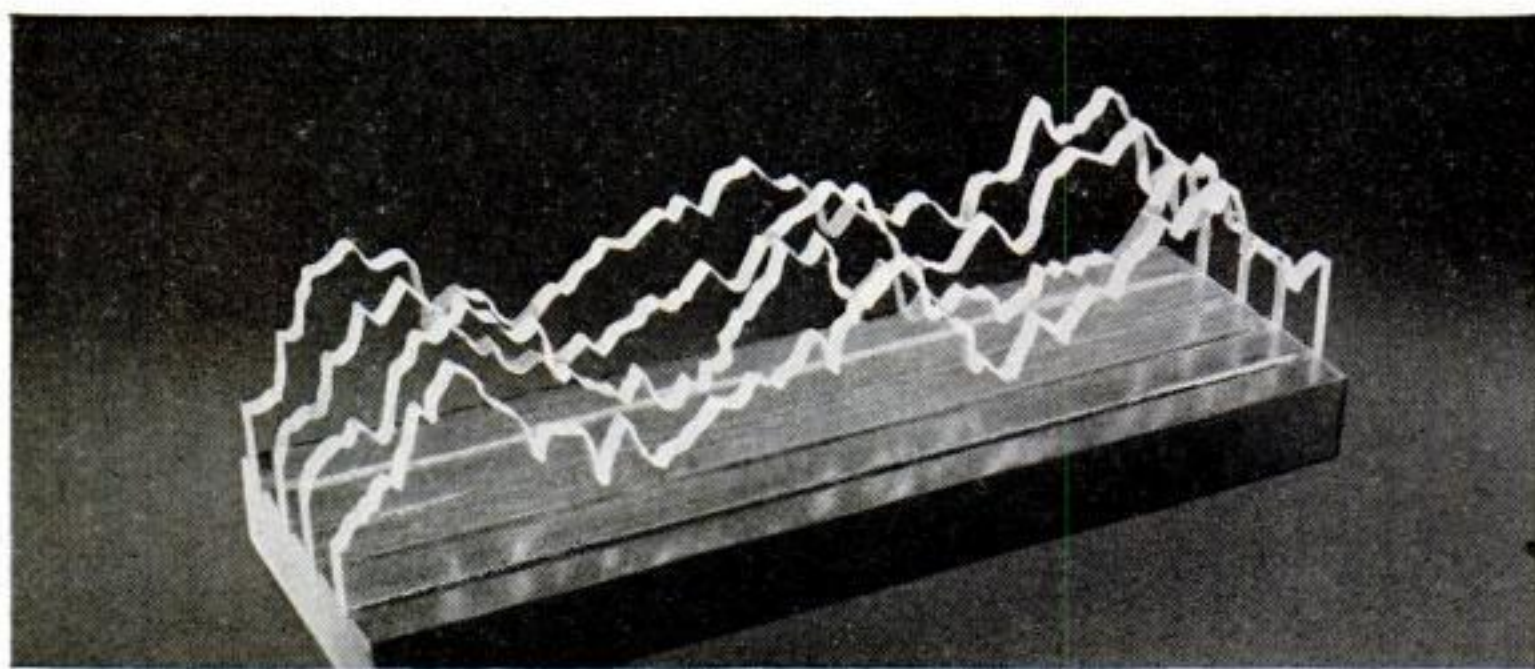
Just Press—and Presto! Out Comes Exactly the Amount You Want of This Soothing, Smoothing Lotion.

Stroke in a few peach-pink drops . . . and 10 seconds later, "sandpaper skin" feels smooth again. Red, dry hands are silkier—look younger! Rough elbows, heels and knees are soothed and softened! Famous Cashmere Bouquet Hand Lotion is gentled with Lanolin, and specially formulated to sink into skin and vanish instantly, with no trace of stickiness. Leaves your skin caressable—with the faint, delicious fragrance of Cashmere Bouquet. And it's a breeze to use with this new dispenser!

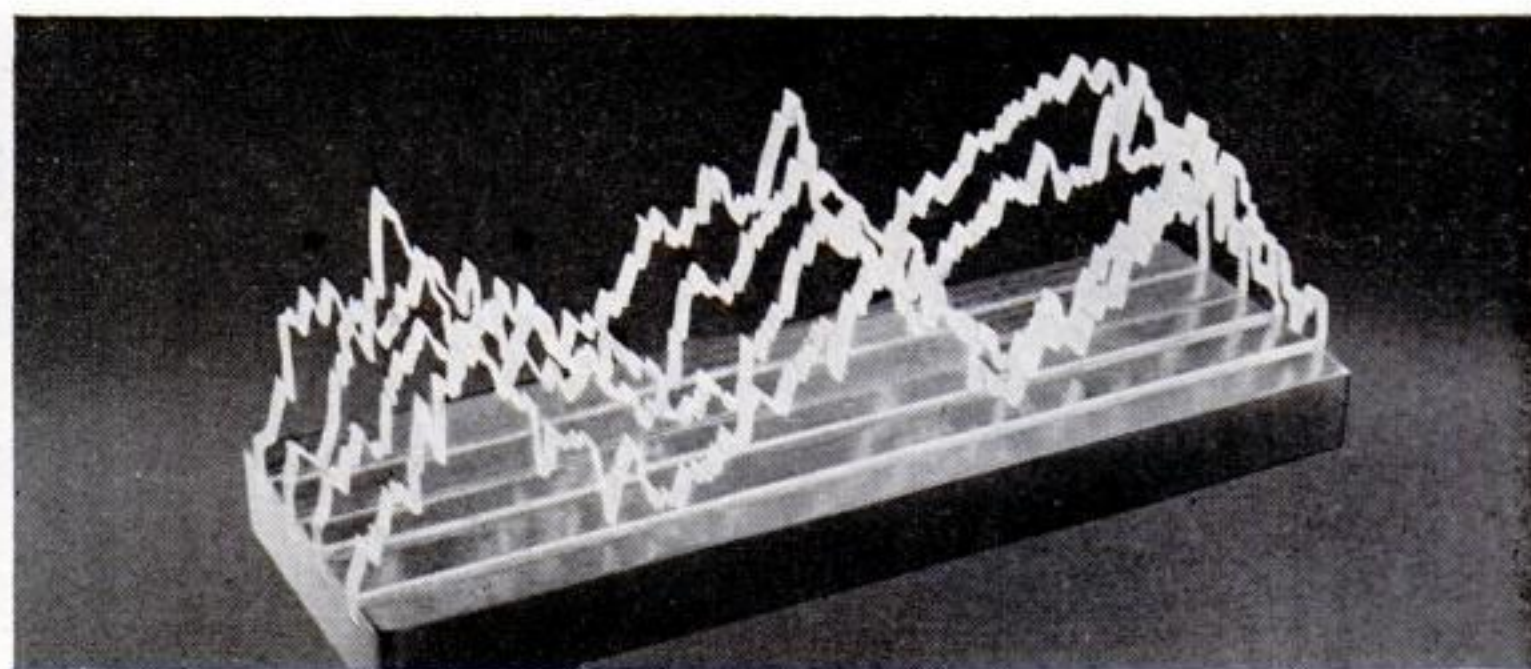
**ONLY
69¢**

Plus Tax

Now at your toilet goods counter—while quantities last!



SCIENCE PROVES THE DIFFERENCE! G-E scientists "froze" sound pattern of a Beethoven chord. Note that "sound" from high-priced conventional radio (above) lacks the tiny peaks and valleys (the frequency responses and overtones) of Musaphonic sound pattern at right.



SEE MUSAPHONIC'S PURER SOUND above. See how many more subtle *shades* of tone the G-E Musaphonic gives. Each little point and dip indicates a new dimension in bass and treble. Hear this triumph in tonal research with your own ears to appreciate its significance.

NEW G-E MUSAPHONIC PROVED GREATEST ADVANCE IN RADIO TONE IN THIRTY YEARS!



"Frozen sound" shows how tones lost in ordinary radios are now heard

This superb instrument breathes life into every note — liberates sound qualities never before heard on a table radio. Hailed by high-fidelity fans as the greatest advancement in radio tone since the perfection of the Dynamic Speaker in 1924, here is *sound no other radio can match*...sound that revolutionizes virtually every previous concept of radio listening pleasure.

In brown or ivory—with 6½ inch Dynapower speaker, tone control, Audio-magic switch. Phono-jack gives Musaphonic tone to inexpensive record players. **\$39.95** East, Midwest & South. General Electric Company, Radio & TV Dept., Electronics Park, Syracuse, N. Y.

General Electric Comedy Theatre presents
RAY MILLAND
in "Meet Mr. McNutley"
TV & Radio—CBS networks—weekly

Sound... no other radio can match...

"PROVE-IT-BY-EAR"—AT YOUR DEALER'S!



Don't miss this sensational "hearing-is-believing" demonstration at your dealer's! Hear a high-quality radio, then the G-E Musaphonic. Your own ear will confirm what science proves—here's *sound no other radio can match*.

You can put your confidence in—


**GENERAL
ELECTRIC**



CITY MANAGER Leonard L. Bishop of South Miami, who ordered a cleanup of eyesores, is shown after firing his inspector.



OUSTED INSPECTOR, Ben Powell, whom Bishop accused of showing "defiant attitude," rests on porch while awaiting hearing.

THE HUT which caused trouble displays U.S. flag. Neighbor boys Owen Perryman (jumping) and Lyn Rudy lead the charge.



LARGE DUSTUP OVER A LITTLE HUT

Florida official orders clean city campaign, building inspector takes him at his word, trouble starts

Irrked by complaints of unsightly property in South Miami, Leonard Bishop, recently imported from Maine to become city manager of that Florida suburb, ordered Building Inspector Ben Powell to get going on a cleanup campaign. Stopping at a palm-shaded plot where the Howard Smiths are building an addition to their bungalow, Powell spotted a choice quarry. From bits of lumber and old crates the Smiths' boys and their chums had constructed a hut, draped it with palmetto fronds and converted it into a combination command post and take-off station for space flights. Obviously it was unsightly. Powell ordered it torn down.

John Ruff, of the legal firm of Ruff and Ready (his late partner was Thomas J. Ready), volunteered to help defend the fortress and the

traditional American right of all boys to build huts. As the boys circulated petitions which a hundred people—architects among them—signed, Ruff informed Powell that he did not have a case. The *Miami News* got into the big dustup and the next thing Bishop fired Powell, either for going too far or not going far enough. Right away Ruff took up the cudgels for Powell too, steered him through an appeal session of the city personnel board, and left City Manager Bishop pleading, "You'd think I was on trial." When it was all over, Powell once more was building inspector and the fortress, flag and all, still stood. To celebrate their victory the boys announced that as soon as they could find enough scrap wood they would strengthen their GHQ by building on a second story.



They had their BITE SIZE CHEX today!

(How about you?)

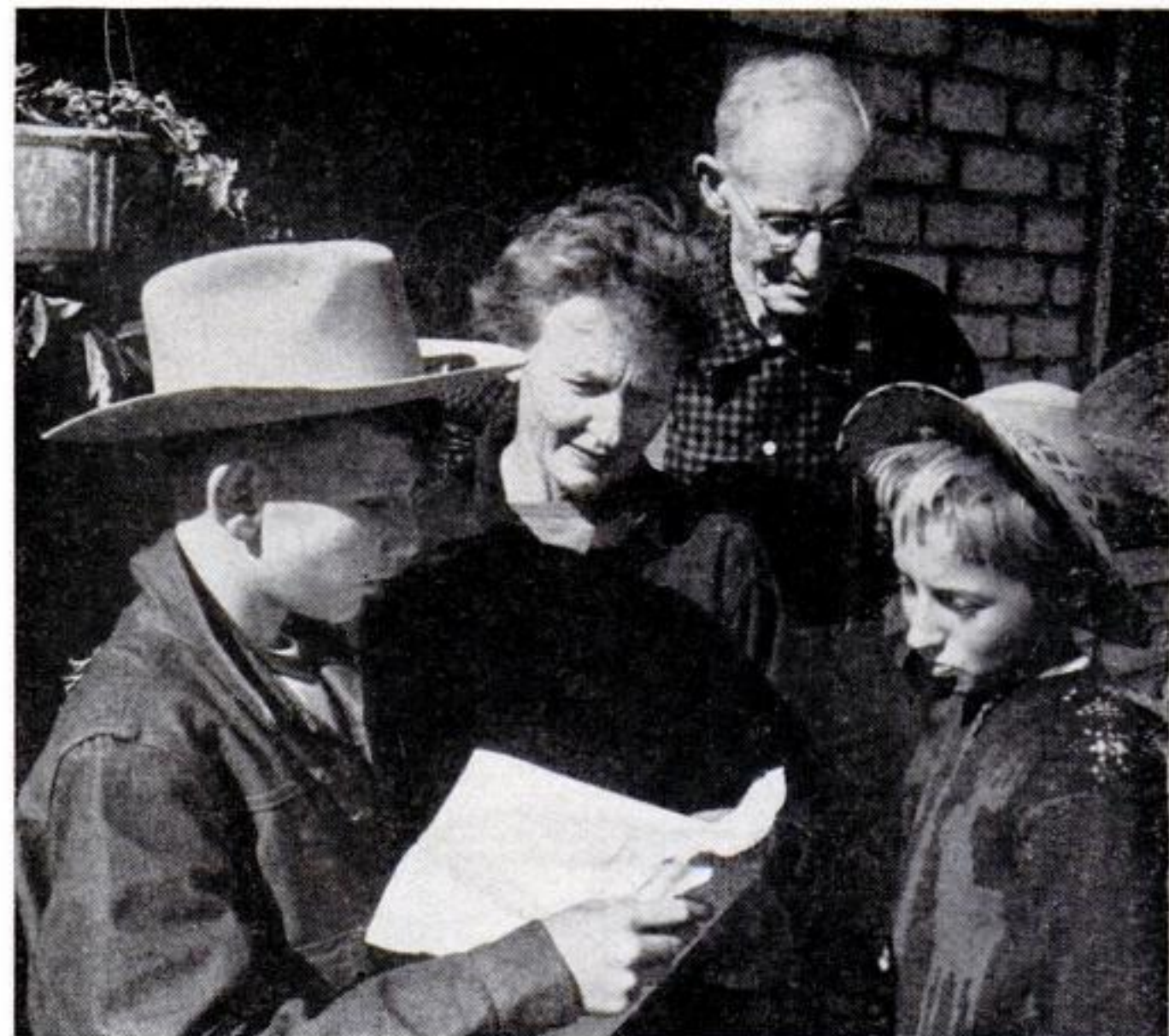
THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

Dustup Over Hut CONTINUED



GATHERING SUPPORT for their hut, Fred Zipse (left) and Garry Smith explain petition to neighbors. Mrs. Bette Ross Cox and John Ross, her father.



GATHERING FRIENDS to the cause, Ruff (at microphone, right) explains case. In all, 31 witnesses appeared to testify for Powell, who is to right of Ruff.



GATHERING STRENGTH after Ruff's grilling at hearing, Bishop pressed fingers into eyes, finally defended huts, revealed he had one as a boy himself.



"WEEKEND IN THE SKI COUNTRY," by Haddon Sundblom. Number 90 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours . . . *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation . . . Chartered 1862





New Chris-Craft 33-ft. Custom Capitan, speeds to 31 m.p.h.



New Chris-Craft 36-ft. Commander, Four- or Six-Sleeper, speeds to 27 m.p.h.

THEY'RE ALL SHOWBOATS



17-ft. Sportsman



17-ft. Custom Runabout
Also, a 17-ft. Runabout



19-ft. Racing Runabout



20-ft. Sportsman



20-ft. Holiday



22-ft. Sportsman
Also, an 18-ft. Sportsman



22-ft. Custom Sedan



26-ft. Express Cruiser
Also, a 24-ft. Express Cruiser



26-ft. Enclosed Cruiser



26-ft. Sedan with Flying Bridge



28-ft. Super Express Cruiser



28-ft. Super Enclosed Cruiser



28-ft. Super Semi-Enclosed Cruiser
Also, a 30-ft. Sports Cruiser



35-ft. Commander
Also, a 32-ft. Commander



40-ft. Double Cabin Flying Bridge Cruiser



43-ft. Commander



45-ft. Double Cabin Flying Bridge Cruiser



45-ft. Corsair



50-ft. Catalina



55-ft. Motor Yacht



New Chris-Craft 24-ft. Holiday, speeds to 36 m.p.h.



New Chris-Craft 53-ft. Conqueror, speeds to 24 m.p.h.

NEW 1954 CHRIS-CRAFT

HERE THEY ARE, in exciting full color—beautiful, new Chris-Craft Showboats for 1954! Here, you'll find a new 1954 Chris-Craft to fulfill your boating desires to the fullest measure!

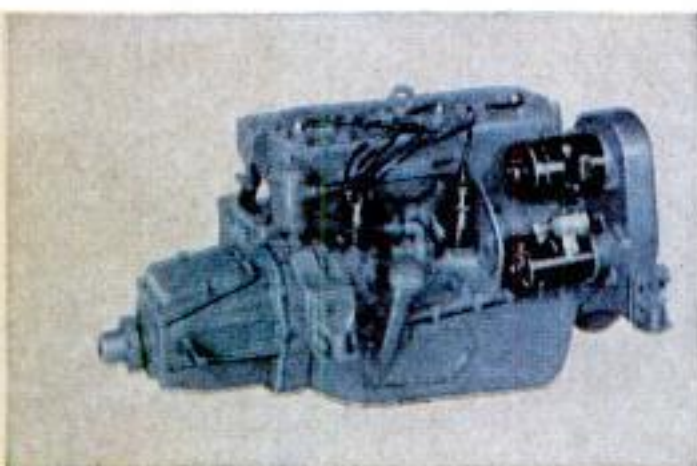
Flashing Runabouts, Sportsmen and Holidays . . . sleek Express Cruisers and Cruisers . . . magnificent Motor Yachts—seventeen through sixty-three feet, speeds to forty-four miles per hour. Many cost no more to own and operate than an automobile. All embody superlative Chris-Craft design, comfort and performance.

Enjoy the carefree fun of boating, the exhilarating freedom of roaming the waterways of the world! Make this your year to command a new Chris-Craft Showboat!

Chris-Craft also builds complete lines of power-packed Marine Engines, Boat Kits for easy home assembly, custom Boat Trailers, as well as rugged, lapstrake Sea Skiffs and sensational, new Land Cruiser Kits. Visit a friendly Chris-Craft Dealer or mail coupon today for full data. Buy your new Chris-Craft NOW!

Chris-Craft
CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

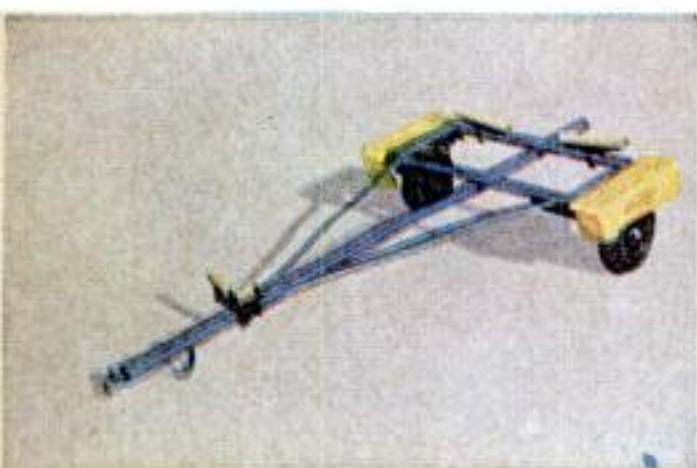
MOTOR BOATS • MARINE ENGINES • BOAT KITS • SEA SKIFFS • TRAILERS
WORLD'S LARGEST BUILDERS OF MOTOR BOATS



Chris-Craft Marine Engines, 60 through 160 h.p.



Chris-Craft Boat Kits, 8 ft. through 31 ft. (Shown: 21-ft. Monterey Express Kit Boat)



Chris-Craft Boat Trailers, 300 through 2200-lb. capacities



Chris-Craft Land Cruiser Kit for 14-ft. mobile home



20-ft. Riviera Runabout
Also, an 18-ft. Riviera Runabout



22-ft. Express Cruiser



31-ft. Sedan Cruiser



32-ft. Express Cruiser



35-ft. Sport Fisherman
Also, a 35-ft. Sports Cruiser



36-ft. Corvette



40-ft. Express Cruiser



63-ft. Motor Yacht

Send me FREE literature on the 1954 Chris-Craft products checked:

- ☐ Motor Boats
- ☐ Marine Engines
- ☐ Boat Kits
- ☐ Sea Skiffs
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Algonac, Mich.

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Discriminating people prefer

HERBERT TAREYTON

...with the genuine cork tip to protect the lips



Mrs. Marshall Heminway, beautiful young socialite of New York and Palm Beach, says: "Herbert Tareyton's genuine cork tip is so pleasant because it won't stick to your lips."

Dorothy F. Heminway



You'll agree with Mrs. Marshall Heminway and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco.

In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!



PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS

© A. T. CO.



HEADED FOR MISSION, BAYLOR EVANGELISTS ESCORT A FLOCK OF CHILDREN TOO SMALL TO COME BY THEMSELVES. AFTER SERVICE THEY TAKE THEM HOME

MISSIONARIES TO MOPPETS

Baylor's student evangelists have own congregations of poor children

Baylor University, in Waco, Texas, is a middle-sized institution (enrollment about 5,500) known for its high-scoring football teams and for the intensity of its religion. A Baptist school, Baylor was founded to turn out ministers and Christian lay leaders. There is no drinking, smoking or dancing on the campus. Freshmen and sophomores have required midday chapel three times a week. But there is one religious activity which is strictly voluntary and therefore is the best measure of the students' religious zeal. This is Baylor's off-campus evangelistic and mission service.

About 6 p.m. every Friday between 250 and 500 students gather in front of Waco Hall loaded down with hymnals. Breaking up into small groups, they set off into Waco's slum areas. At 40 to 50 different neighborhood spots they hold their mission services, sometimes for adults but mostly for children with whom they feel they can often be more effective than grown-up ministers. One young missionary will

tell his even younger "parishioners" how he was saved "from the hell of a teen-age mob in Dallas." A coed will hold up a little pig to tell a moralistic story about a clean pig and a dirty pig.

Besides these neighborhood meetings the Baylor evangelists hold Friday services at the crippled children's hospital and the old people's home. On Saturdays they set up a public address system on Waco's Skid Row and on Sundays hold services in the city jail. In between their weekly services they visit parishioners in their homes, bring them food and clothes, talk to parents about the children's religious development. They do not try to convert anyone specifically to the Baptist faith. Rick Bracher, 20-year-old co-leader of the evangelists, says, "We only want people to accept Christ. We want to give them something which has helped in our lives and can help in theirs. We don't try to tear people down about how much they sin and stuff like that."

ASKING GOD'S HELP, young evangelists on way to mission stop on a bridge, join hands and bow their heads in prayer.



MY-T-MYTE FLASHBULBS NOW 3 WAYS BETTER—

AND ONLY **11½¢**

NORELCO MY-T-MYTE PF 3's—finest all-purpose bulbs for amateur use—are now better than ever—improved three ways:

★ **Stepped up power**—light output boosted 25%—now 7500 lumen secs. Most powerful midget flashbulbs made.

★ **New, easier firing**—improved ignition primer means easiest-firing bulbs on market. No more duds—no more wasted film.

★ **Stop over exposure**—optically correct bulb size means better seating in camera reflectors—more light under control—better pictures everytime.

Supplementing these improvements, increased production has enabled us to reduce the price of My-T-Myte PF 3's to only 11½¢. Try them at our expense—take advantage of free offer, below.

Norelco
MY-T-MYTE
MIDGET FLASHBULBS
AN AMPLEX EXCLUSIVE

FREE OFFER!

Clip and fill in gift certificate. Buy one Pocket Pak of My-T-Mytes. For certificate, dealer will give you two extra My-T-Mytes. Use these two. Unless they produce the best flash pictures you've ever taken, return unused carton of bulbs for full cash refund.

AMPLEX CORP.

BROOKLYN 1, N. Y.
MY-T-MYTE AND SYNCHRO-SURE FLASHBULBS

NOW!

PF3
11½¢ ea.



NOW!

PF4
12½¢ ea.

GIFT CERTIFICATE

Mr. Photo Dealer,
Give the bearer two My-T-Myte Flashbulbs FREE upon his purchase of one Pocket Pak of My-T-Mytes. If he returns the Pak—unused—you will refund him the full purchase price. Amplex Corporation, 111 Water St., Brooklyn 1, N. Y.

Your name _____

Address _____

MISSIONARIES TO MOPPETS CONTINUED



PRACTICAL HELP is given children. Here Patty Morris, Mary Jane Cowden and Guy Davidson (left to right) fit clothes on them.

PLAY TIME comes after the service, when Rick Bracher grabs a tiny boy from among parishioners and tosses him high into air.

THOUGH THEY SOMETIMES SLEEP DURING SERMONS, CHILDREN LOVE HYMNS AND SING AS LUSTILY AS THEY CAN



CONTINUED ON PAGE 122



Your neck is our business

And business is very good, thank you. It's easy to see why more men wear Arrow shirts than any other shirts in the world. Look at that perfect-fitting collar, above. That's *Par . . .* soft, comfortable, and smart as all get-out! \$3.95.

But the *hidden* qualities are important, too. The "Sanforized" label means an

Arrow shirt will *always* retain its perfect fit. The anchored buttons stay on through repeated launderings. And the fine, combed cotton fabrics wear and wear.

The tie is an Arrow, too—all-silk twill at \$2.50. Your Arrow dealer will be glad to show you his wide selection of Arrow shirts and ties whenever you drop in.

ARROW WHITE SHIRTS

by Cluett, Peabody & Co., Inc.



ARROW DART—Popular nonwilt collar, with button cuffs, \$3.95.



ARROW DALE—Same collar style as Dart, premium broadcloth, \$5.00.



ARROW DREW—Low-band, nonwilt collar, button cuffs, \$3.95.

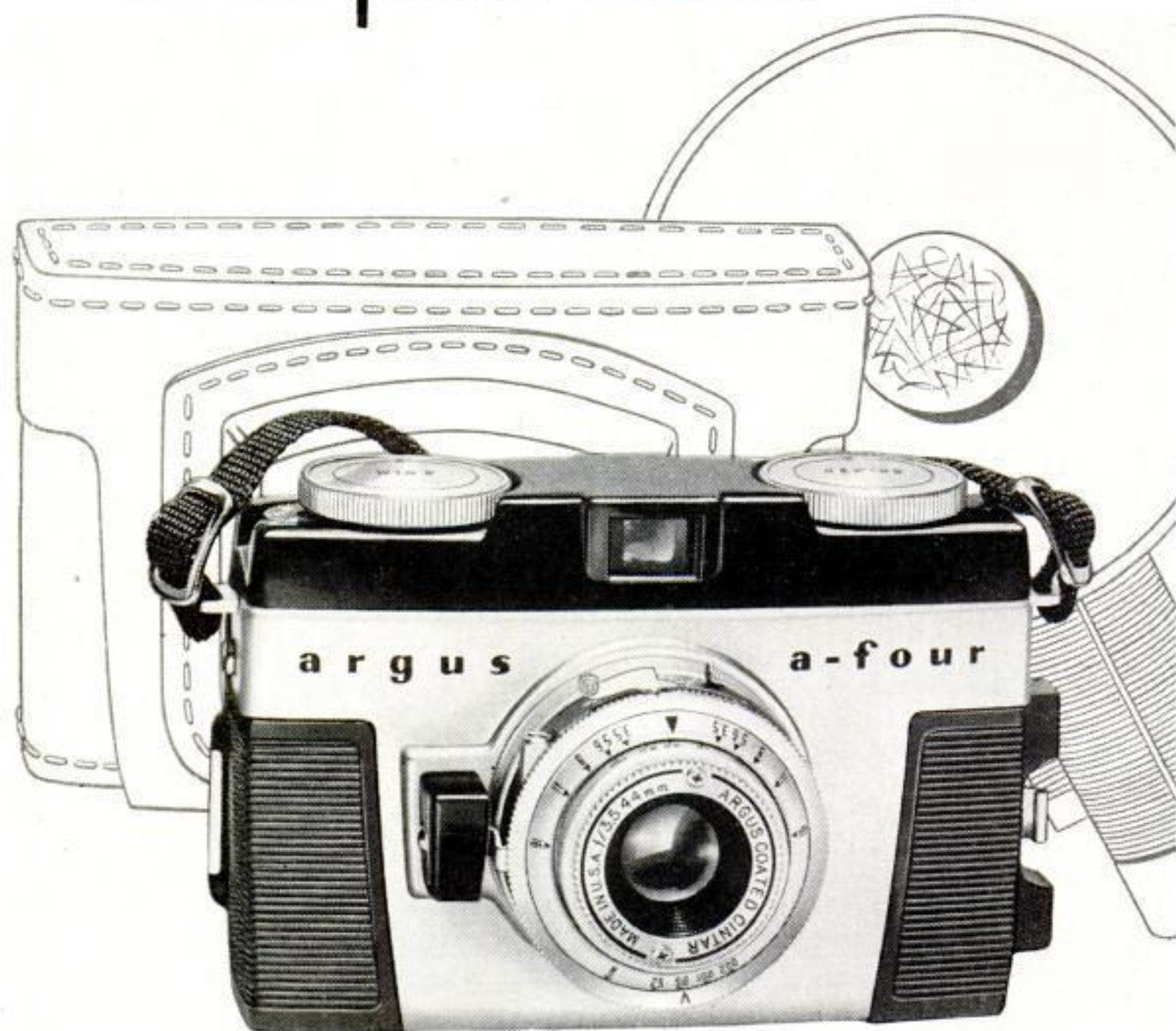


ARROW ARDEN—Nonwilt, short spread collar, button cuffs, \$3.95.



ARROW GORDON BD—Oxford button down, button cuffs, \$5.00.

Fastest American Lens in its price class!



new argus a-four

\$39⁵⁰
FLASH \$3.80
CASE \$5.75

Two years ago we set out to build a totally new 35mm camera—one that would combine high-priced, precision features with real ease of operation—and still sell for a price nearly everyone could afford.

Here, at a moderate price, is a camera that gives you wonderful pictures right from the start. Beautiful color slides, sparkling black-and-whites, thrilling action shots . . . indoors or out.

There's nothing complicated about the A-Four . . . it's remarkably easy to use. New universal settings (simple system of colored markings) let you set the A-Four almost instantly for outdoor pictures in color or black-and-white.

Flash photography is easy, too, with the A-Four. You simply plug the flash gun right into the camera—no dangling wires, nothing to adjust. And when you've taken a picture, you simply press the ejector button and the bulb pops out.

The exciting new A-Four brings you many features usually found only on cameras costing much more—the Argus Cintar f:3.5 lens, for example, fastest American lens in its price class . . . a superaccurate shutter with a complete range of speeds from 1/25 to 1/200 second . . . an exclusive safety device that won't let you take a double exposure.

Be sure to see the exciting new A-Four at the Argus dealer nearest you.

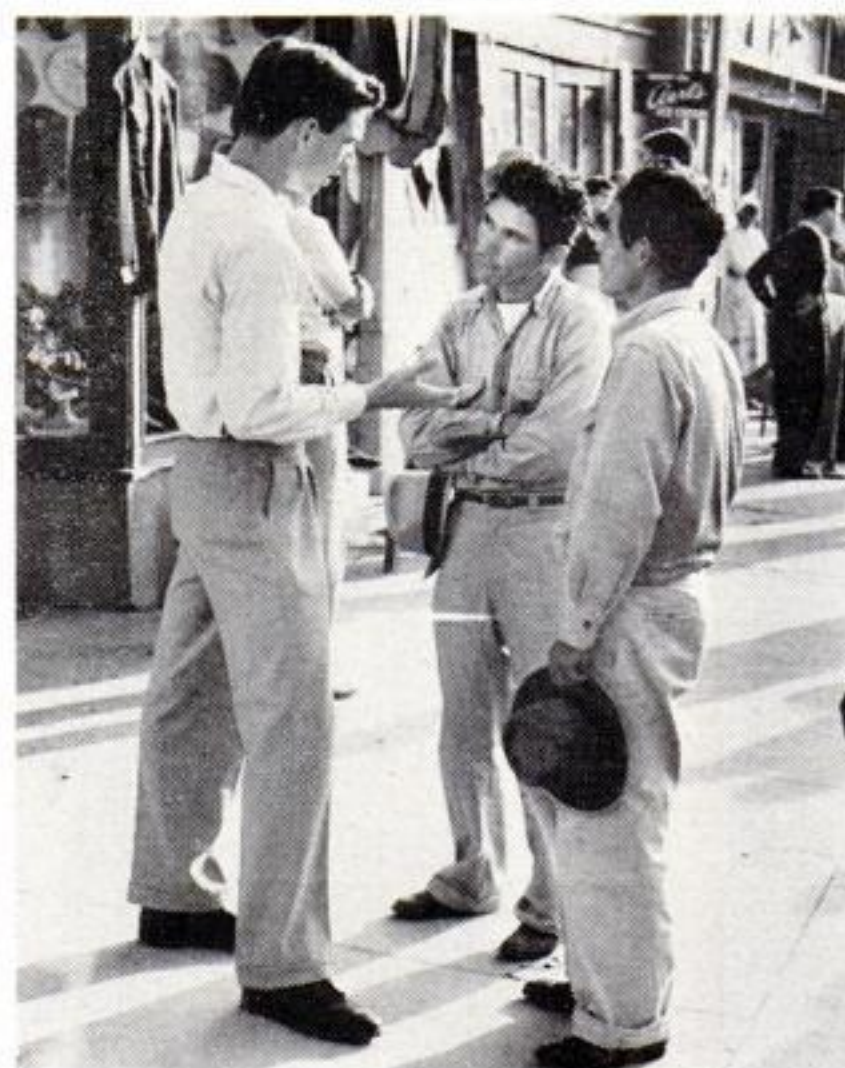
Copyright 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

argus

Manufacturers of precision photographic and optical instruments

MISSIONARIES TO MOPPETS

CONTINUED



RELUCTANT farmers come to town are accosted by Rick Bracher, who asks them to attend service on the nearby town square. One accepted the invitation, the other went on.



UNINTERESTED passersby tips hat in respect but does not stop to listen as Pat Murray plays the organ during street service and Mary Ellen Newport sings *Rock of Ages*.



PLEASED with singing of Sara Martin, a mother and her brood of children waited afterward to listen to Jerre Hassell, who delivered a rousing sermon on "Say Yes to Christ."

CONTINUED ON PAGE 124



PHOTOGRAPHED AT LEVER HOUSE
HAT BY ADOLFO OF EMME



Urban Suburban® by Moordale

BETTER SUITED TO THE AMERICAN FIGURE. Our new Urban Suburban suits reflect the American trend toward a more informal way of living... wonderfully at home in town or countryside. Through the use of exclusive fabrics and Moordale's sure sense of design, they are our translation of good fashion at its informal best in junior suits that are a size, not an age.

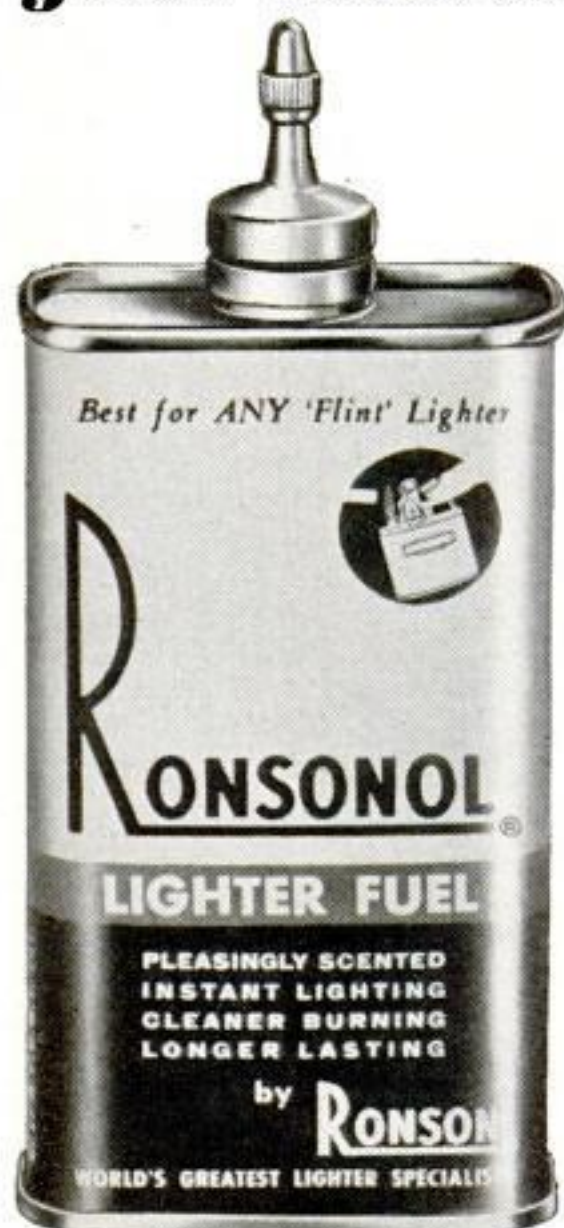
Left, imported English Donegal wool tweed. Grey, beige, powder blue or pink. Sizes 5 to 15. Under \$50. Top left, imported Digolwool square check. Pink, yellow, tan or lavender. Sizes 5 to 15. Under \$50. Top right, our exclusive Trata by Miron, herringbone worsted Shetland. Tissue faille blouse matched to lining. Navy, powder blue, tan, yellow, grey or red. Sizes 5 to 17. About \$75. Right, imported Digolwool plaid. Stitched permanent pleats. Grey, brown, powder blue or gold. Sizes 7 to 17. Under \$65. Prices slightly higher in the West.

Write for your nearest store and free Spring Fashion Book. U.S. Division, L-1, The Moordale Corporation, 337 S. Franklin St., Chicago 6.



DON'T

*get caught with
your fuel down!*

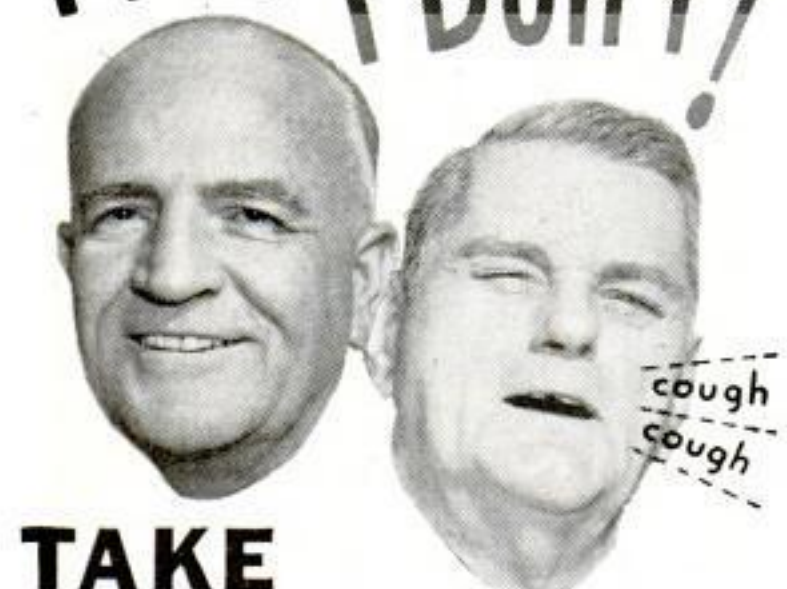


4 oz. can
only **25¢**

See the man who sells
Ronson fuel, flints, wicks!



I Do! I Don't!



TAKE good old reliable JUNIPER TAR COMPOUND

Get quick relief from that painful
Cough due to a **Cold**

Your own druggist will tell you that medical science can give you NOTHING MORE SOOTHING for your delicate throat and nose membranes than Nature's products—juniper tar and pine oil. Has proven itself for 92 years a safe, dependable household remedy for men, women and children of all ages.

HANDY BOTTLE FITS YOUR POCKET OR PURSE



Costs but little. Get your bottle today so you'll have it on hand—just in case.

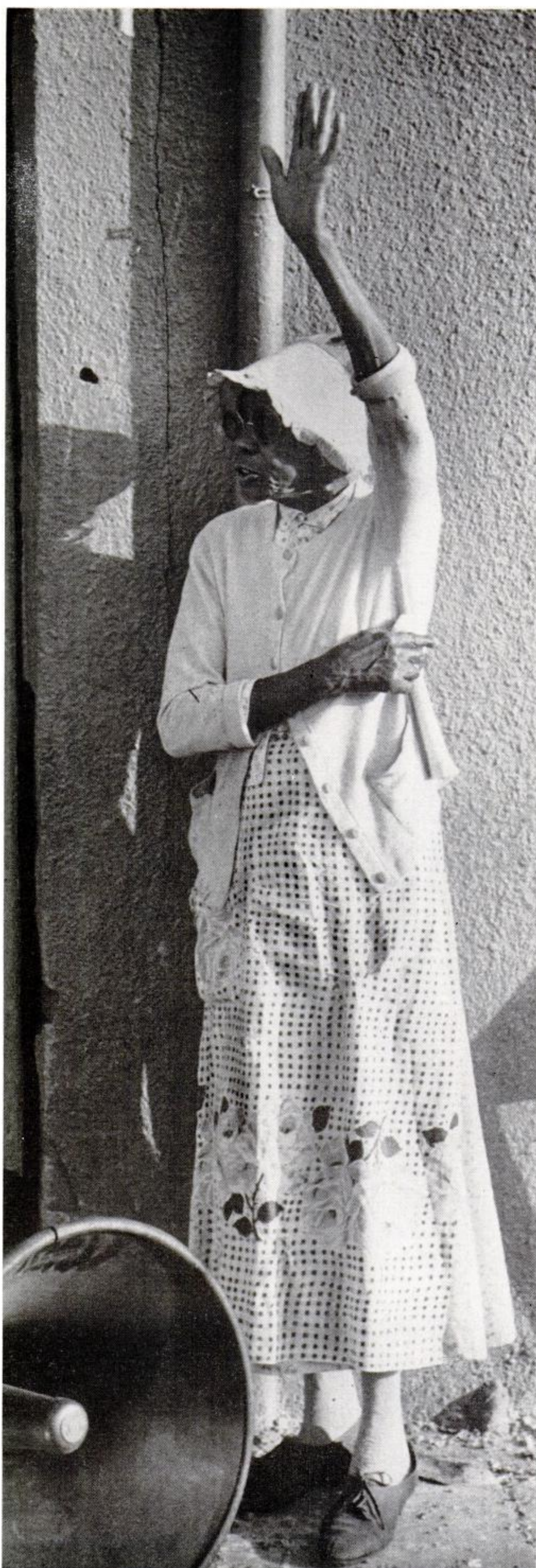
DO THIS!

Clip this ad; show it to your druggist. If he doesn't have reliable, old-fashioned JUNIPER TAR COMPOUND on his shelf, he'll get it for you—QUICK!

The J. Harrison Whitehurst Co.
Baltimore, Maryland

Your satisfaction guaranteed or your money refunded

MISSIONARIES TO MOPPETS CONTINUED



"I'LL SAY YES," replies an old Negro woman in poke bonnet, raising hand high, when young Baylor evangelist asks crowd, "Who'll say yes to Christ?"



**STOP THAT
RUNNING TOILET**
the MODERN way!

Get rid of the gadget-type tank balls and bent, corroded lift-wires that cause running toilets. The easier-to-install improved "ALERT" cylinder guides the "ALERT" round rubber ball to a perfect seal on the valve... the "ALERT" kink-free chain lets the ball drop freely... no friction!

Don't be a "Bathroom Jiggler"!

"ALERT"

**Friction-Free
FLUSH VALVE**

Over 5,000,000 satisfied users. 3 year guarantee. Sold by your plumber or hardware merchant. Ardmore Products Co., Ardmore, Pa.



ONLY \$2.29*

Higher in West

Don't lose leisure

The fur-bearing Beaver doesn't mind hours and hours (or days) to fell a tree. If you do, you can make short shift of land clearing, sawing firewood or pruning with the Luther Chain Saw—power driven. The portable Luther is lighter weight, leaves only 1 inch stumps, cuts 15 more trees on a tank of fuel, and all you do is guide the fast cut. With its sure-fire starter and foolproof guards, the Luther Chain Saw safely turns the most amateur woodsman into a veritable Paul Bunyan! Used by lumber jacks, farmers, power and phone trouble shooters—now the same professional model at a price for everyone—\$249.50.



Burton Browne adv.



In its 40th year...

THE LUTHER CORPORATION
LUTHER ENGINE DIVISION
WILLIAMS BAY, WISCONSIN

DANDRUFF

may be the beginning of baldness.

The danger may be present long before you notice any thinning of hair.

Here is a simple new method for daily care of your hair. Hygienically effective—kills dandruff germs*—it is helping thousands



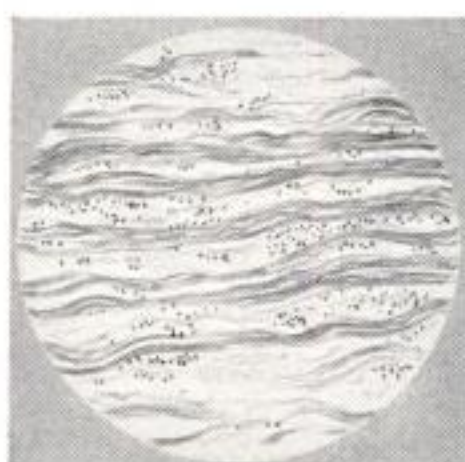
With dandruff, you're wise to switch to a daily hair-care program that actually kills dandruff germs*.

Many men care for their hair with preparations that do nothing for dandruff, except to stick the flakes to their scalps.

Let us make it clear that we don't claim miracles. We can't prevent baldness. But you should know the following facts about dandruff, and the value of *hygienic* care for your head.

Those unsightly "snowflakes" on the shoulders of your suit—excessive dandruff—reveal a strong possibility that you will be at least partially bald in years to come.

Dermatologists differ in their views as to the causes of baldness. But dermatologists *do* agree that the condition which is symptomized by excessive dandruff *does* frequently lead to baldness.



1ST STAGE

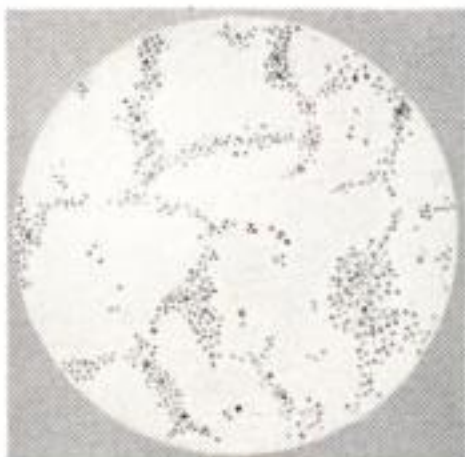
Spores of Malassez in a case of ordinary dandruff.

Seborrhea

What causes excessive dandruff? It commonly arises from a disease of the scalp called *seborrhea*. *Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale* and the *Bottle Bacillus*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders. New flakes constantly form. It's likely you do not realize that a *disease* is present—but consider merely that you "have dandruff."

2. Moist sticky scales appear on scalp. In



2ND STAGE

Scales become sticky. Microbacilli shown may be present.

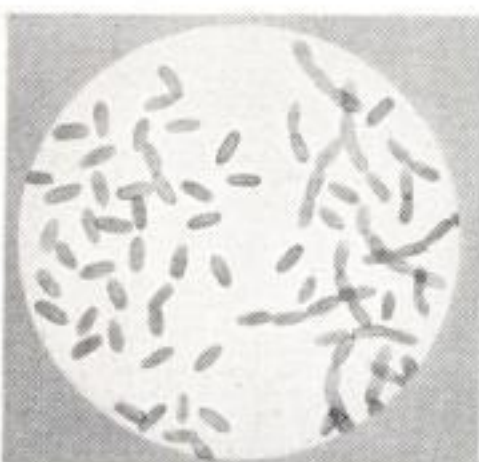
many cases, hairs begin to die before reaching full growth. Your hair has begun to thin, *so subtly that at first you may not notice it.*

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly thin hair, often *baldness*.

New scalp hygiene method

This progression of scalp disease points to the danger of neglecting excessive dandruff, or only taking half measures.

Watch your general health. If you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here



3RD STAGE

Microbacilli shown may be present. Hair growth may be affected.



is an easy home program—the Kreml Method—long used professionally by leading barbers and hairdressers, newly introduced for home use. It costs no more than the use of ordinary hair preparations.

Tonight, shake Kreml Hair Tonic *generously* on to your head. Make sure your hair is *thoroughly wet* with Kreml. Massage scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather—*without putting any water on your head*. The lather comes easily if you have used enough Kreml Hair Tonic.

Complete your shampoo, rinse with water, dry hair thoroughly. Then—shake on plenty more Kreml, massage it in, comb hair in place.

EVERYDAY use important

Give your scalp a Kreml massage *every morning*, before combing hair in place. Takes only a few

seconds. *There is no permanent "cure" for dandruff.* So make Kreml your daily hair-care habit. Use it as generously as you need—Kreml does *not* make hair sticky or stiff, or unpleasant to the touch.

And you'll like the tingling, waked-up feeling that a Kreml massage arouses in your scalp. You will discover that it puts real *pleasure* into the first minutes of the morning.

Sometimes flaking increases

At first, using Kreml may cause *more* dandruff flakes than usual to appear. This simply means that your scalp has a layer of dandruff which is being *loosened* and "chased out." In more stubborn cases, repeat the Kreml-and-shampoo treatment. In any event, continue *daily* use of Kreml Hair Tonic itself.

KILLS bacilli and Spores

Kreml Hair Tonic is *more* than just a loose dandruff remover. Kreml now contains a revolutionary new antiseptic ingredient that actually *kills* bacilli and Spores of Malassez *on contact!* And the daily use of Kreml can help prevent the recurrence of these parasites *indefinitely!*

The Kreml Method of scalp hygiene is not offered as a substitute for the services of a dermatologist—but it *has* helped many thousands of men. Their letters tell us so!

Money-back offer

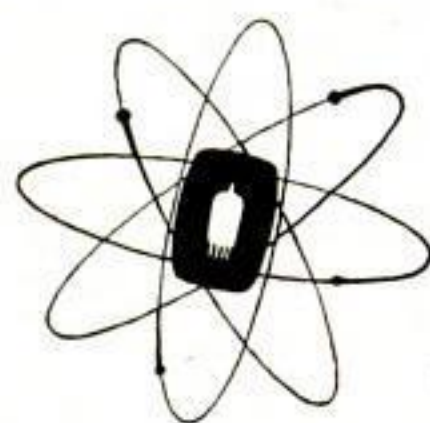
Try the Kreml Method of scalp hygiene, including use of Kreml for daily care of your hair. If you are not entirely satisfied, write The J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml today. (And if you're low on shampoo, you could try our fine Kreml Shampoo too.) See how well the Kreml Method keeps your hair and scalp in the kind of shape you want! The J. B. Williams Company.



Electronic Moduflow home in Detroit, Michigan. Cost in Detroit: \$14,000. Builder: David Kay. Designer: Robert Serota. Associated Heating Inc. installs Electronic Moduflow for builder Kay.

Exclusive Sales Agents: Rose-Hill Realty Co.



Now—super-sensitive Electronic Moduflow control system opens
a new world of home comfort! Costs \$199⁴⁰ installed...easy terms...

Thermostat outside your house gives you wonderful Weather Control inside

*You get constant wintertime comfort, your
heating plant works better—with Honeywell*

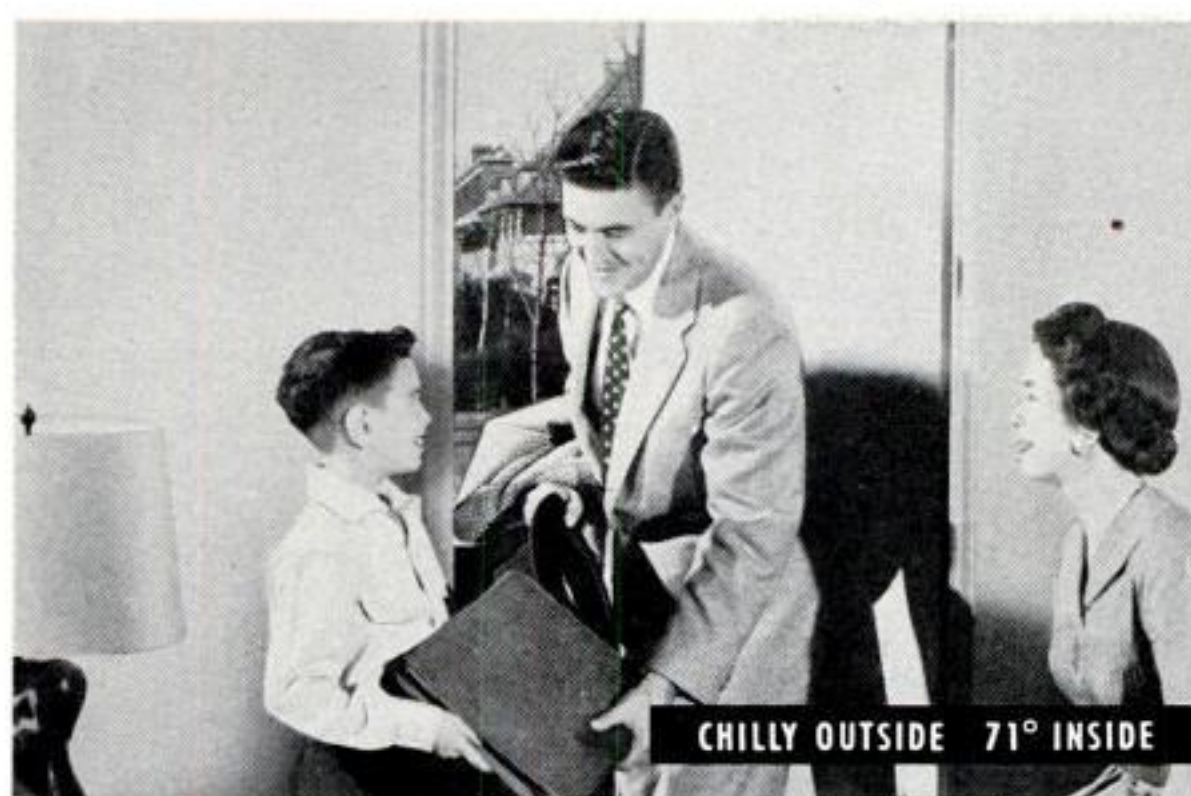
Electronic Moduflow System

What is Electronic Moduflow? It is a simple, super-sensitive electronic thermostat system that makes use of a new idea—an *electronic thermostat outside the house*. Unlike any other thermostat system ever invented, it *automatically* varies the temperature inside your house to keep the *comfort level* constant. You're never too warm, never too chilly. And your heating plant operates at a constant, often lower rate. It cuts down on wasteful overheating

and underheating. For a full explanation of how Electronic Moduflow works, see the opposite page.

It's easy to get Electronic Moduflow for your home

When you're buying a *new house* Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. No carpentry or construction work is required to install it. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.



Your *body* loses heat less rapidly on a mild winter day because walls are warmer. If you're average, you're comfortable with the room at 71°.



Your *home* loses heat faster when temperature drops, making walls colder. So Moduflow automatically raises room temperature—to keep *comfort* constant.

As outside temperatures go down inside temperatures must go up

Tests show that if indoor temperature is merely held constant as outdoor temperature falls, you feel chilly and uncomfortable. Because as the walls of your home become colder they draw increasing amounts of heat from your body. So Electronic Moduflow automatically changes the room temperature as the outside temperature varies. This keeps your *comfort* constant—gives you perfect indoor Weather Control! This newly-discovered principle makes obsolete all conventional control systems which work on the old-fashioned theory that a constant indoor temperature will provide proper comfort regardless of outdoor temperature changes.

David Kay, a leading Detroit builder

David Kay is president of Atlas Home Builders, Inc. Besides the house you see here, builder Kay's firm has completed 1000 homes in the Detroit area. His firm is planning to build more than 300 additional homes, all of them equipped with Honeywell Electronic Moduflow. Prices of Atlas homes begin at \$13,500.



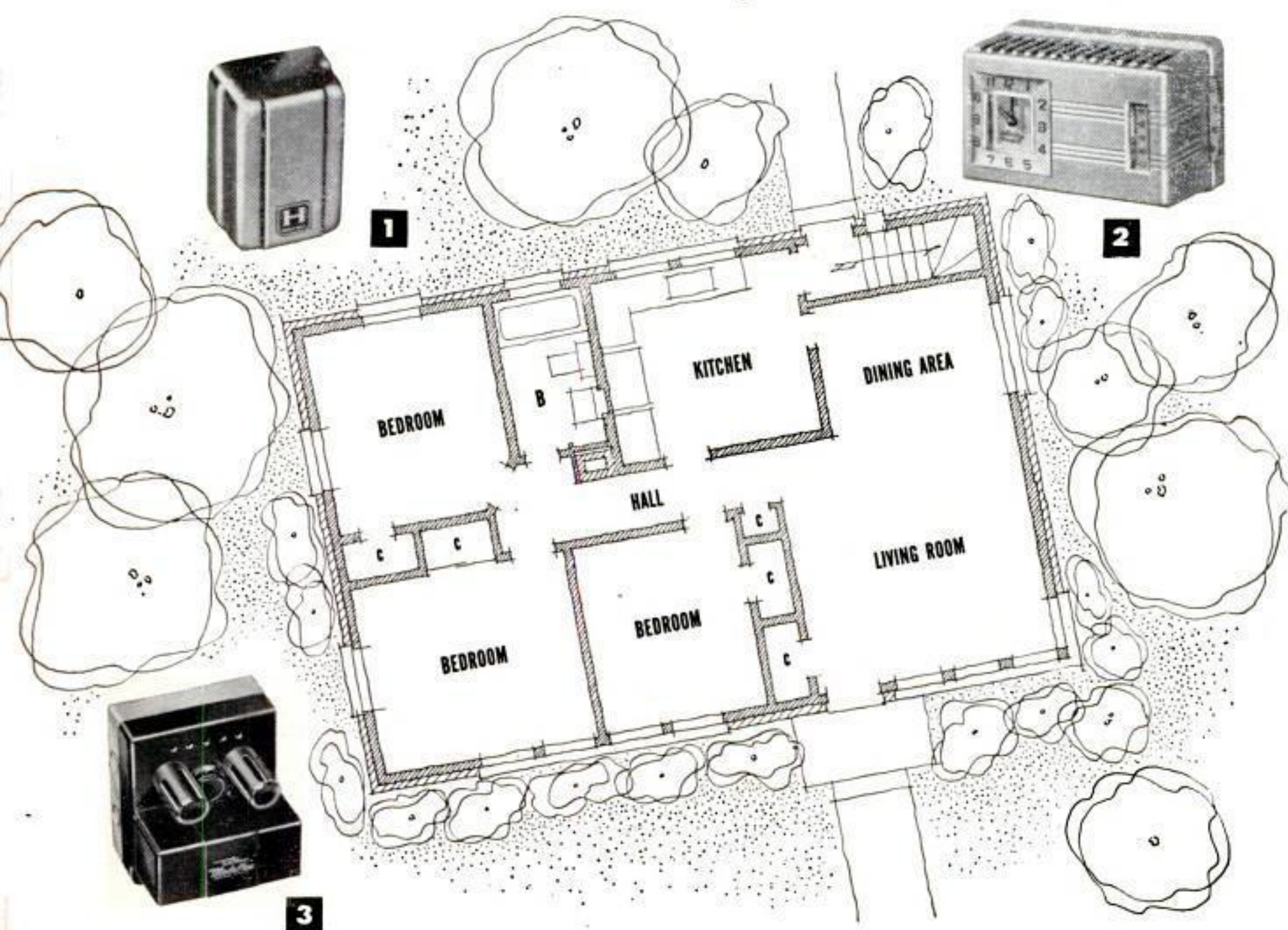
How Electronic Moduflow works

- 1** Outdoor electronic thermostat (the Weathercaster) senses outdoor temperature changes with *electronic* swiftness and signals the indoor clock thermostat immediately.
- 2** Indoor clock thermostat receives signal from Weathercaster, automatically chooses the right temperature to keep the room *comfort* constant.
- 3** Two-tube electronic amplifier, on signal from the indoor clock thermostat, immediately regulates the operation of the heating plant to give you perfect comfort.

No house is a modern house without Electronic Moduflow!

See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system in your present home or the one you are planning to build or buy.

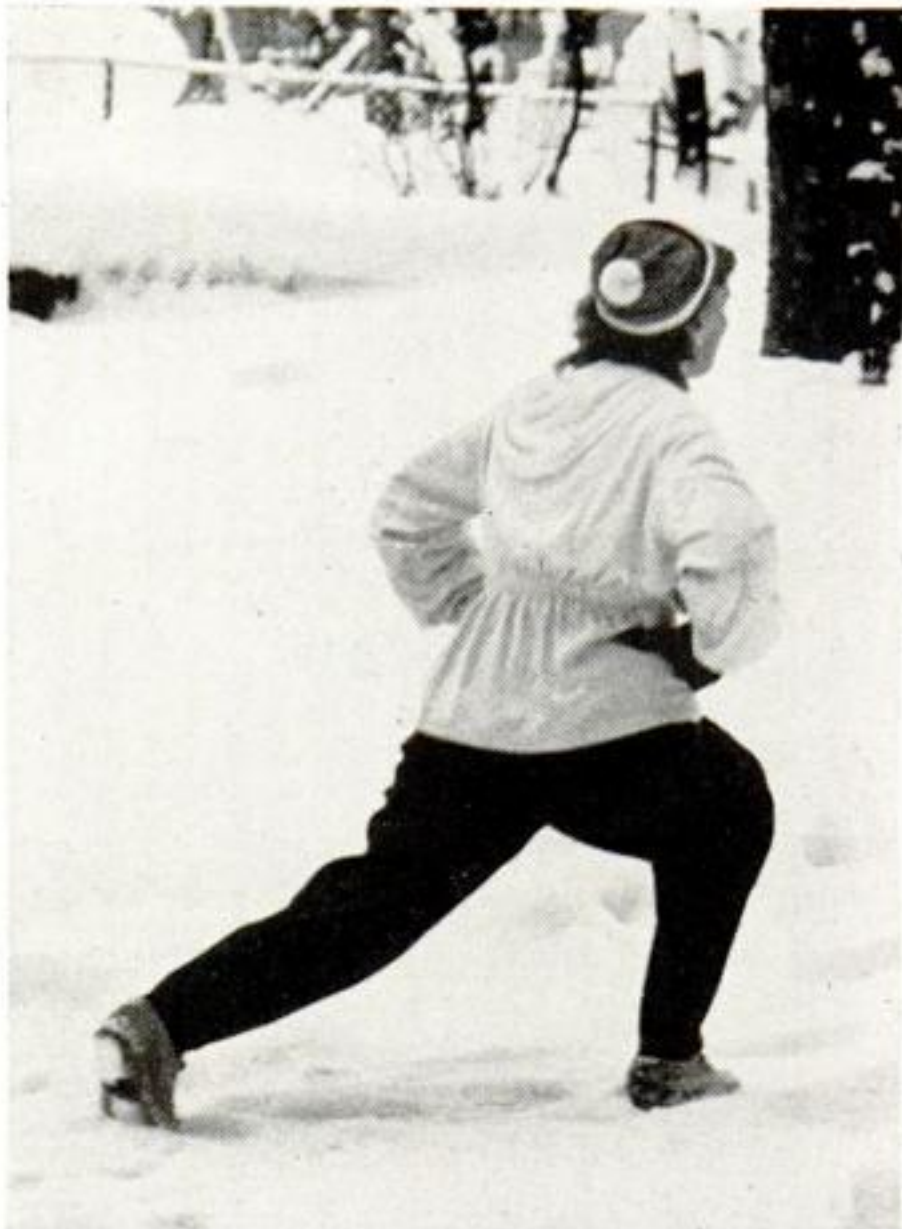
Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, 2847 Fourth Avenue, South, Minneapolis 8, Minnesota. In Canada, Leaside, Toronto 17, Ontario.



MINNEAPOLIS
Honeywell

Electronic Moduflow

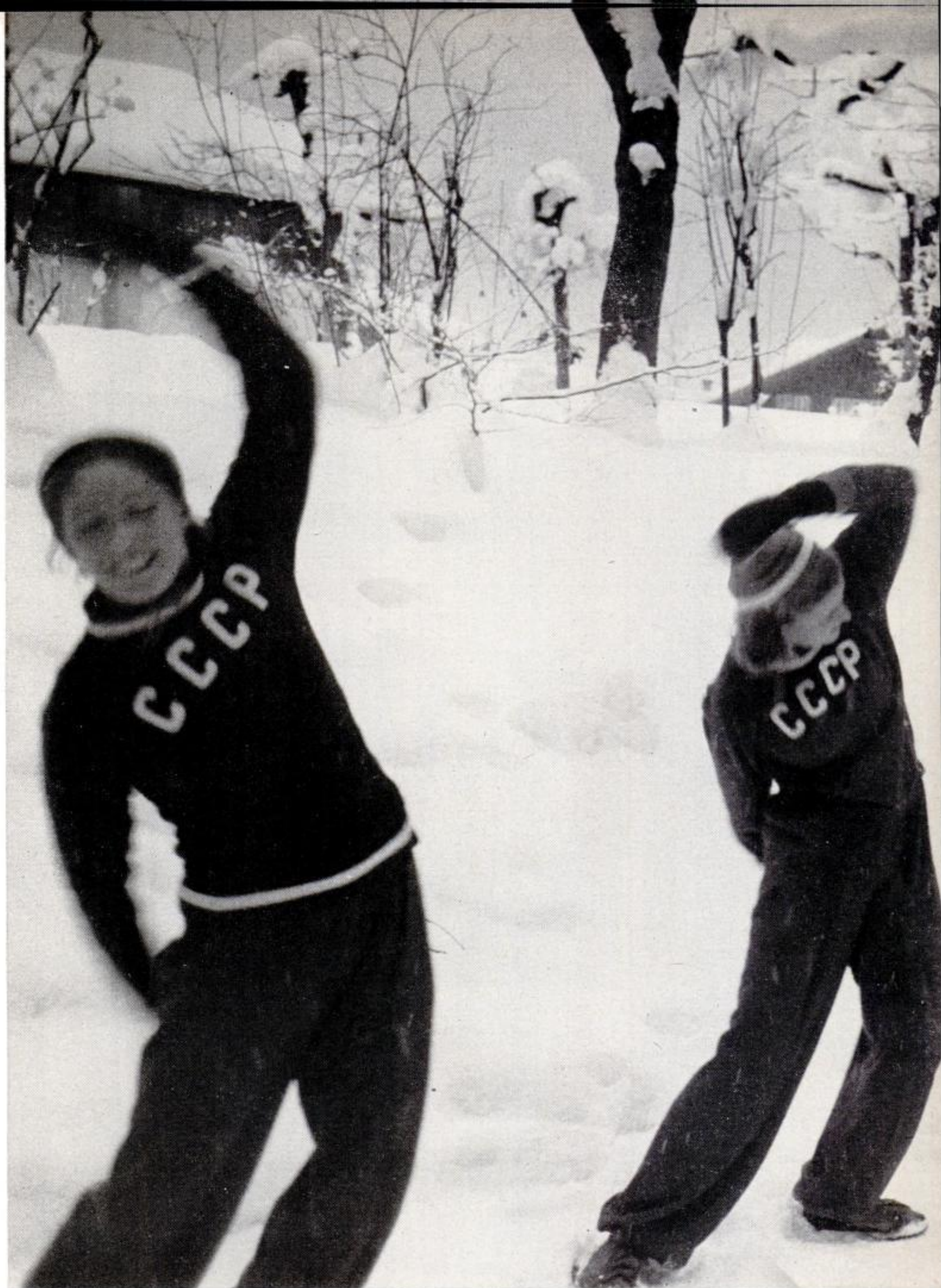




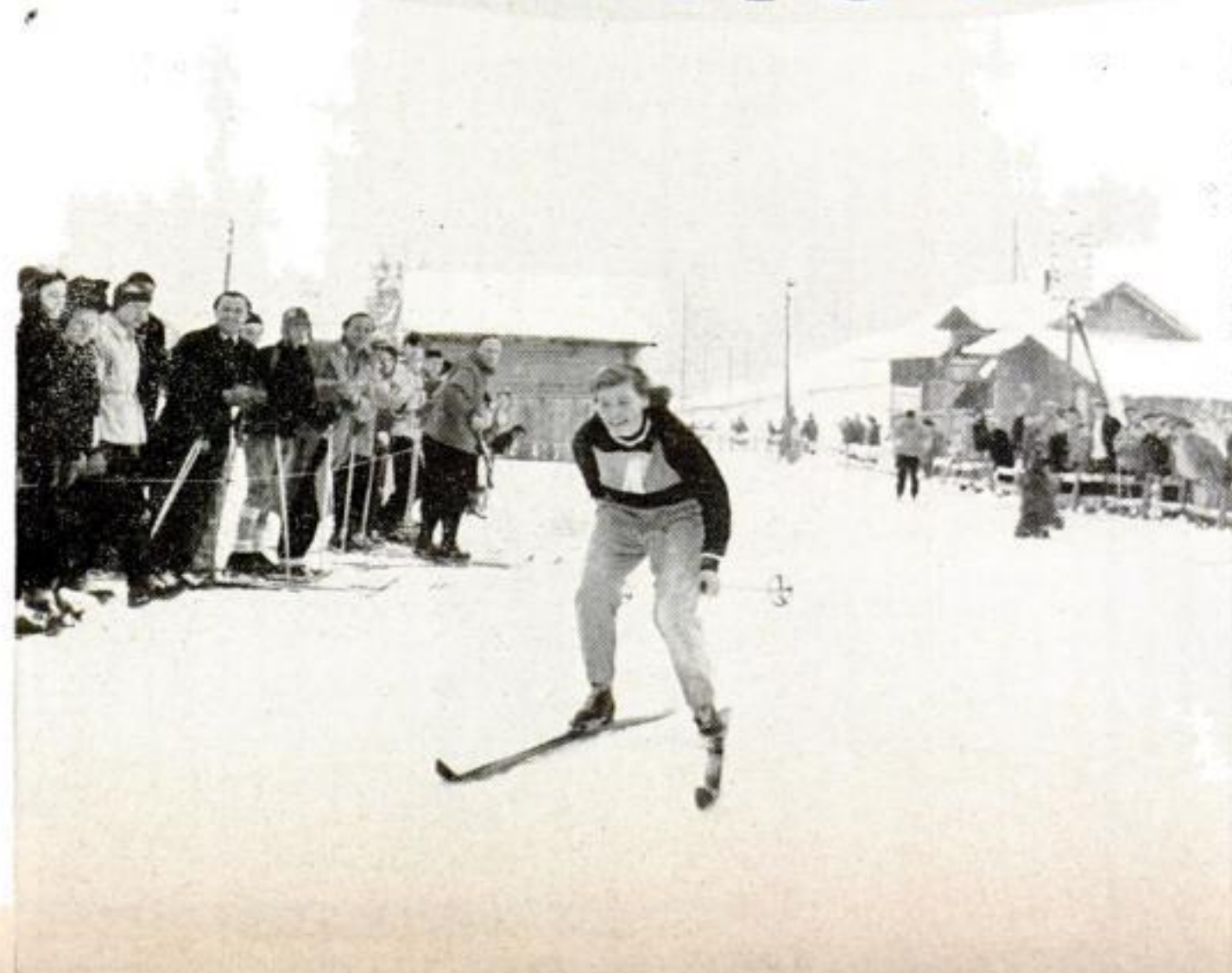
SOJA BOLOTOVA STRAINS TO BUILD HER THIGHS



SHE KICKS HIGH TO LIMBER THE LEG MUSCLES



'TOIL AND SWEAT' WIN OUT OVER 'AMUSEMENT'



Hardy Soviet girls sweep international ski meet

Even before competition started at the international women's ski meet at Grindelwald, Switzerland early this month, the Russian girls' team, making its first appearance outside Russia, was the center of attention. Team Leader Constantin Sorokin took one look at Grindelwald's famed ski lift, scoffed, "Ski lifts would not be approved in the Soviet Union. Sports without toil and sweat, without the satisfaction of self-denial and self-conquest are nothing more than amusement. Up by chair lift, down by gravity—what has that got to do with honest physical culture?"

The Soviet skiers did everything the hard way. They laboriously climbed the slopes in workouts. Each morning they rose before the sun, put on their navy blue sweat suits, took off on a brisk half-hour run in the snow. Then they performed exercises and calisthenics (*above*) for another half hour. They did not take time out to visit the picturesque mountain village sponsoring the meet. "We are here as sports competitors and not as tourists," explained Sorokin.

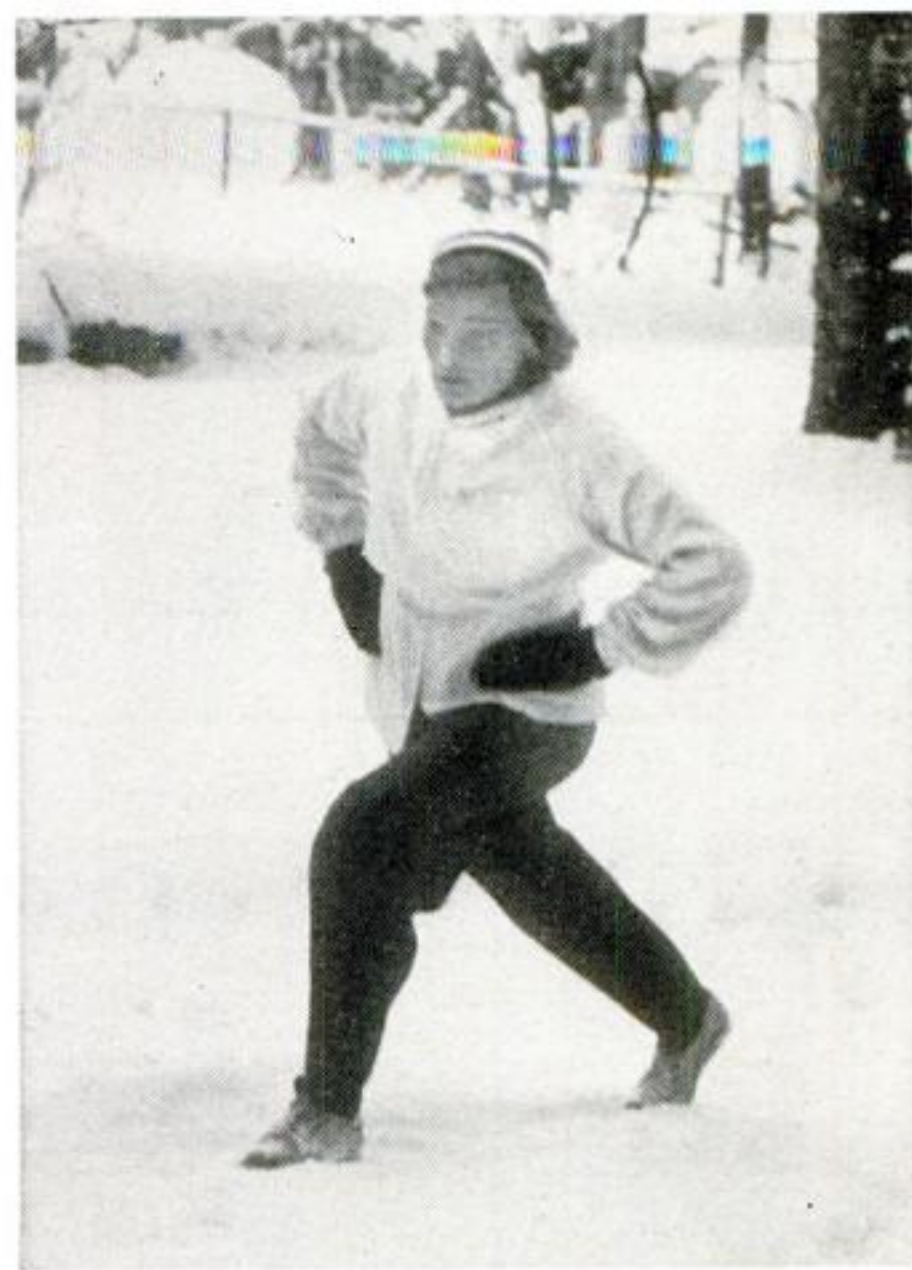
In the races, self-conquest and self-denial got their just rewards. Showing superior form and stamina, the Russians swept the only two events they entered. They finished first and second in the relay race, and in the cross-country marathon the five Soviet starters won the first five places.

← BOLOTOVA CROSSES FINISH LINE IN RELAY TO COMPLETE SOVIET SWEEP



PRE-BREAKFAST WORKOUT had girls exercising in snow every morning, swinging arms over

head and stretching muscles to loosen themselves at middle. Letters on sweat shirts stand for U.S.S.R.



THIS DRILL MATCHES CROSS-COUNTRY SKI GAIT



BENDING STRETCH TUNES UP ALL LEG MUSCLES



CHAIR LIFT, scorned earlier, is taken by Russians after watching slalom event they did not enter.



RELAXATION was allowed during "free fun and games" period in which girls danced with each other.

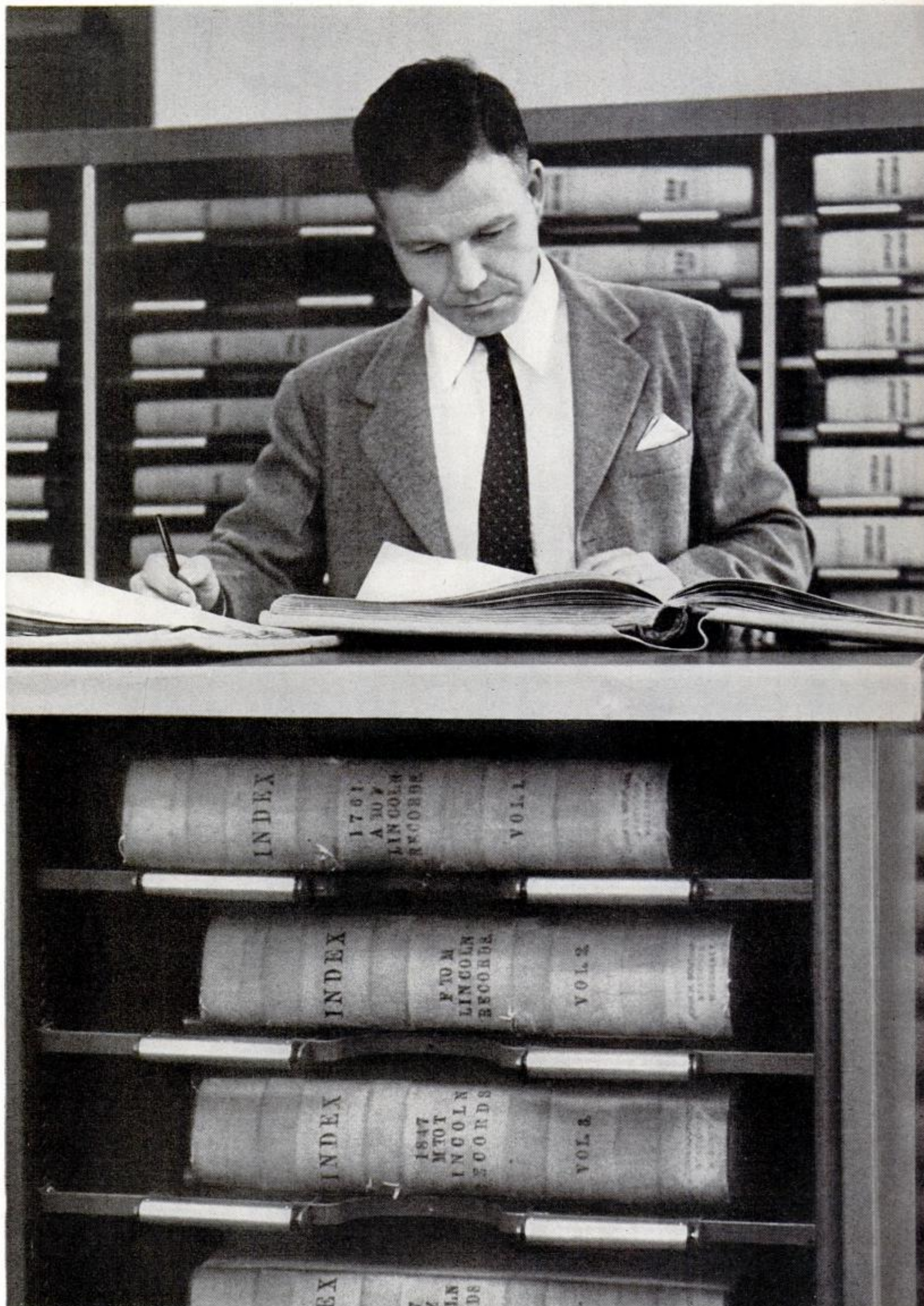


THOUGH DATES WERE FORBIDDEN, LIOUBOV KOSYREVA PRETTIES HERSELF—

A young lawyer and his case for the future...



Like thousands of other ex-GI's, Donald Brackett finds himself making up for lost time in establishing security for his family. His "counsel"—Charles Powers, New York Life agent.



Above, lawyer Brackett does some "looking up" in connection with a case... at left, he and Charles Powers do some "looking ahead." In background, Lincoln County Courthouse in Wiscasset, Maine.

MANY of the problems which confront Donald Brackett, a lawyer living in Wiscasset, Maine, do not differ greatly from those of countless other ex-servicemen whose "establishment" in life was delayed from three to five years by the war. However, he is attacking those problems with a somewhat different point of view than most.

Don was called into the service before he could complete his college education. After three and a half years in the Army Air Corps, he worked for a year, then went to a law school in Boston under the GI Bill of Rights. He graduated in 1949 and, after post-graduate work, was admitted to the Maine Bar on February 5, 1950. Two weeks later, he and

Patricia Dority, a former airline hostess, were married.

They settled in Wiscasset and bought an old, old house which they started to renovate. Don and Patt soon found, however, that starting a law practice in a strange and small community (population, 1,584) was something of a struggle. To augment his income, Don took part-time jobs. They were both getting "thirtyish"—and felt an urgency about getting a firm foothold in life. This feeling was accented even more when their first child was on the way.

At this point Don Brackett decided that something had to be done to give his wife and himself a greater

sense of security—something more concrete than their day-to-day existence had made possible. The question was, what could be done about it on his small and uncertain income?

Being a lawyer, Don reasoned that, just as people came to him for advice in legal matters because of his training, he in turn should seek the advice of a man with experience in solving family security problems. As a result, he asked Charles Powers, a well-known New York Life agent living in nearby Woolwich, for help.

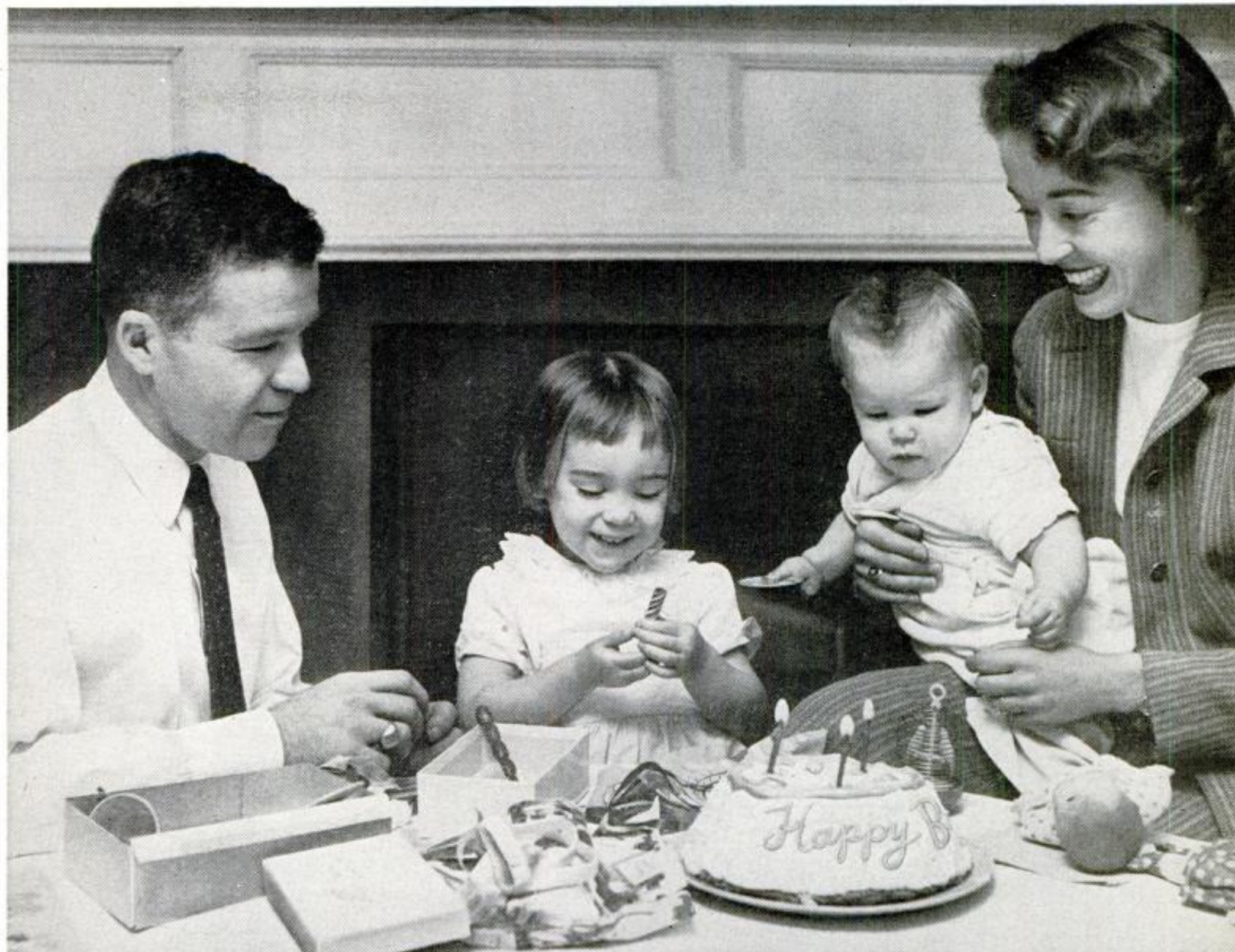
Obviously, they could not set up an elaborate life insurance program on Don's income at that time. But they *did* arrive at a good *basic* policy which Don could build on as the years went on—a \$5000 New York Life Family Income Policy. Charles Powers felt that this was an especially good policy for Don—and it would provide Patt with a modest but steady income if anything happened to her husband.

Thus, when Pamela, the Bracketts' first child, was born at the end of 1950, the first step in Don's long-range plans for his family had already been taken. When Ann, the second child, was born early in 1953, the second step was almost automatic: another \$5000 policy, similar to the first, to meet the growing needs of a growing family.

Today Don Brackett is still far from affluent. He still works part-time on other jobs to add to his growing income from his law practice. But he and Patt feel that they have made a good, sound start on some important long-range plans for themselves and their children. Don has the assurance that if he *should* happen to die before his time, his wife would have a definite income of \$100 a month from New York Life until both children finished high school. Or, if he lives to retirement age, those same policies will provide him with an income of about \$72 a month—a good start for the retirement plan he and Charles Powers hope they'll be able to work out as time goes on.

The Bracketts have done the one thing that too many other young couples, engrossed solely in the business of day-to-day living, forget: they have made a definite, concrete case for the future—and are sticking to it!

If you are in something of the same circumstances . . . if you feel that something *should* be done about your family's future security, but wonder *how* it can be done . . . we are sure you'll be interested in the booklet offered at right. Send for a free copy today, and be sure to see your New York Life agent soon.



Patt and Don Brackett are a home-loving couple, have yet to leave their children with a baby sitter. They enjoy such special events as Pam's birthday party (above), often spend evening hours reading to her.

VALUABLE BOOKLET

Useful and of interest to every family man



"Planning Your Family's Security" is packed with valuable, helpful information for the head of every household. It tells how your insurance can be used to handle emergencies, meet mortgage payments, protect dependents, provide for old age, establish funds for college, retirement or unforeseen accident and sickness. Write for free copy.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, Dept. E-1, New York 10, N. Y.

All names and statements in this advertisement are authentic, and are published by permission.



The gray shingled Cape Cod house the Bracketts bought in 1950 dates back to before 1800. They've added a new wing, installed electricity, plumbing and heating, are still busy remodeling. They've done practically all of the work themselves, bit by bit as income allows.

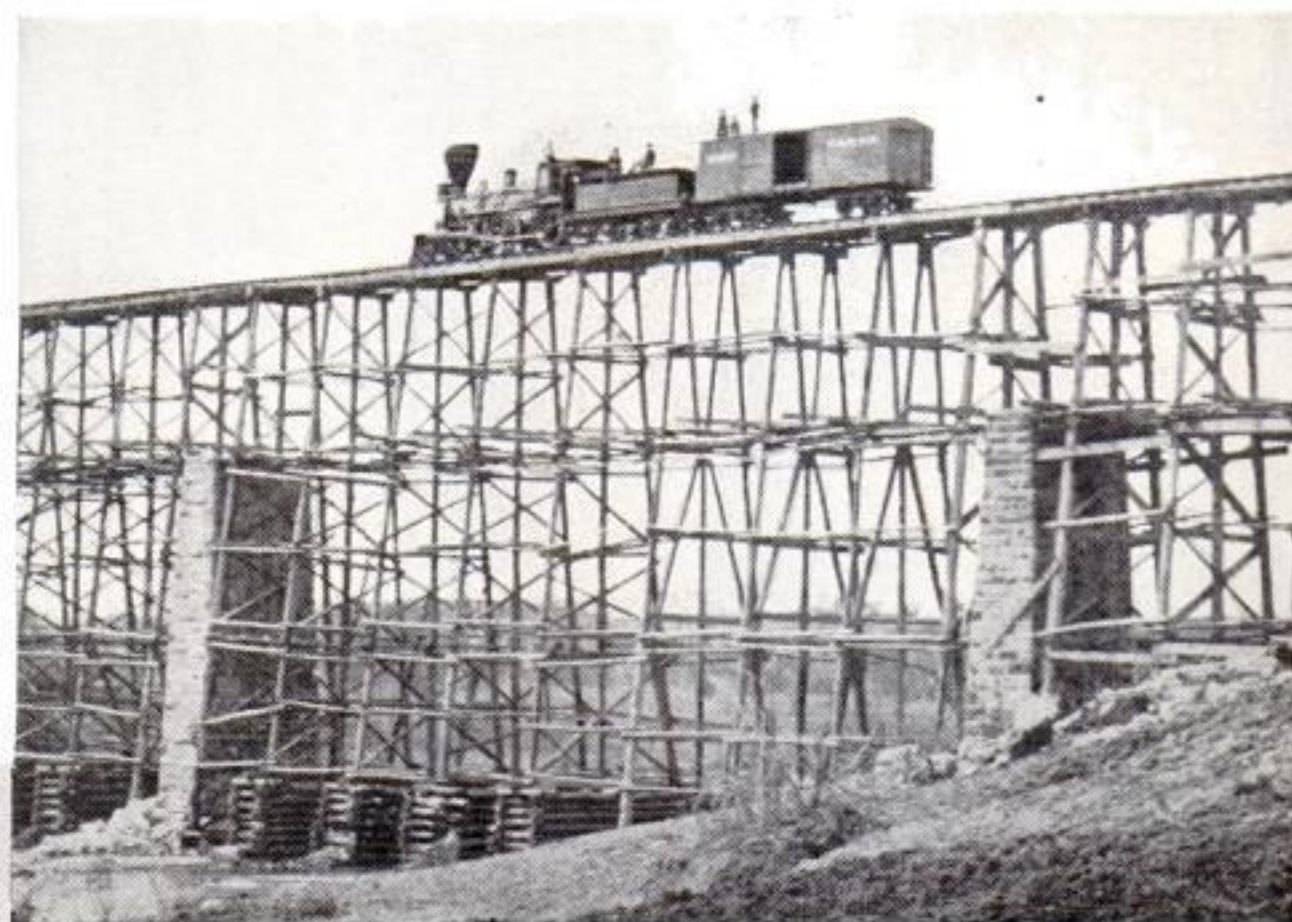


The "tomorrow" that's still such a long, long way off to little Pam and Ann Brackett looms much closer to their parents—makes them wish they were better settled, more secure. But besides *wishing*, Don and Patt are actually *doing* something about it—as this story about them tells.



Maine waters yield many a very tasty, nutritional, yet economical meal—an important item for Patt Brackett. Always budget conscious, she keeps a watchful eye on present living expenses, does what she can to help her husband save and plan for the family's future.

America and its railroads grew big and strong together



THIS BRIDGE of the early days may look a trifle spindly by today's standards — but, remember, the trains that hauled the goods for an earlier America were nowhere near the size or weight of today's giants!

...AND THEY'RE BOTH STILL GROWING!

During the last century America grew fast — and so did its railroads! New sources of raw materials were discovered—it took the railroads to get them where they were needed. New and better ways of making goods were developed—the railroads carried the products of growing industries to the eager consumers. The population grew and cities sprang up—the steel rail was there to serve them.

In 1954 America's railroads are still growing in strength—still setting new records of efficiency in their service. Today railroads haul more goods, more miles than all other forms of transportation combined. And their average charge is lower than that of any other form of general transportation. Yes, this railroad record is one big assurance that, in the future, America will be stronger, more productive and more prosperous than ever!

Association of American Railroads

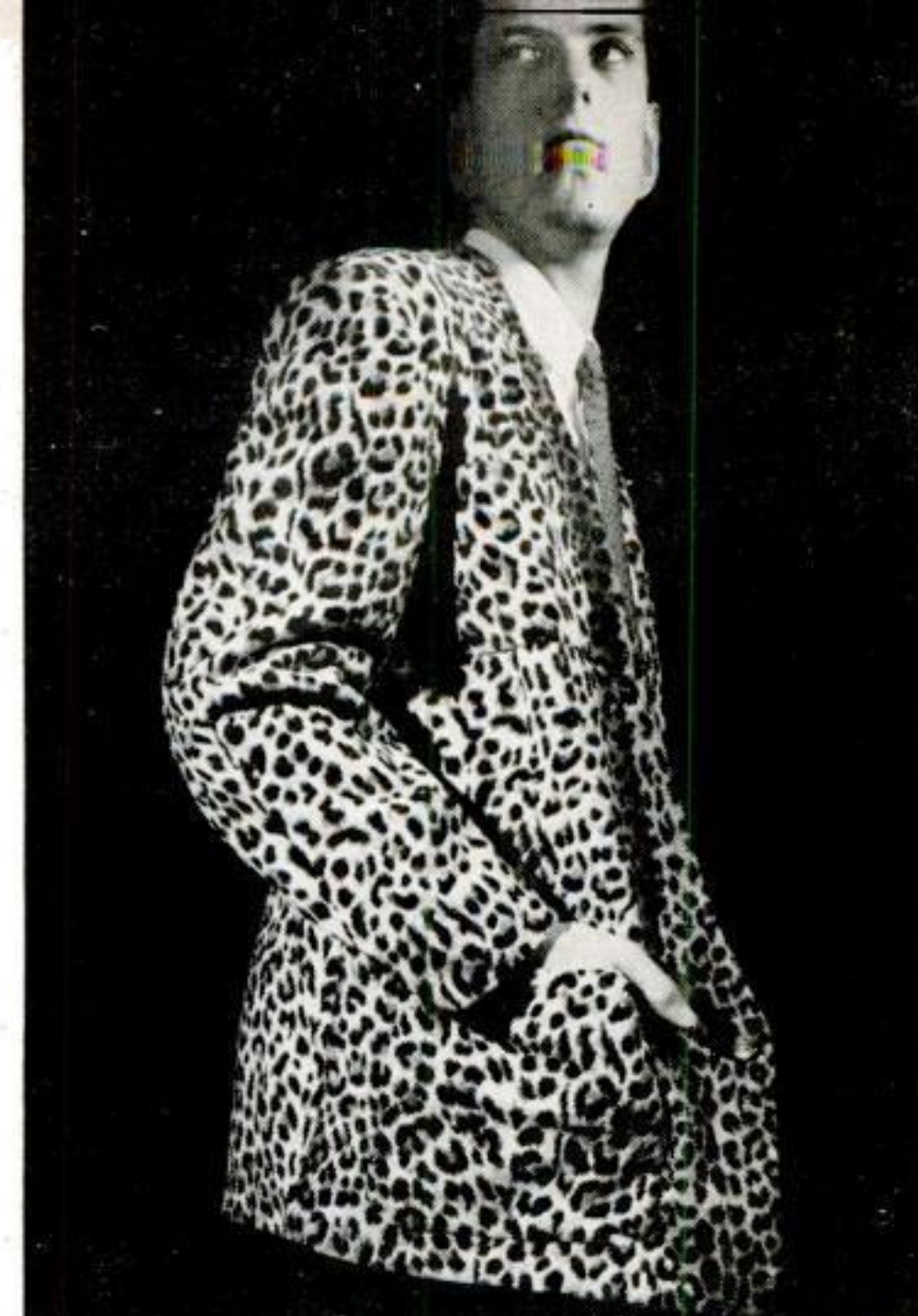
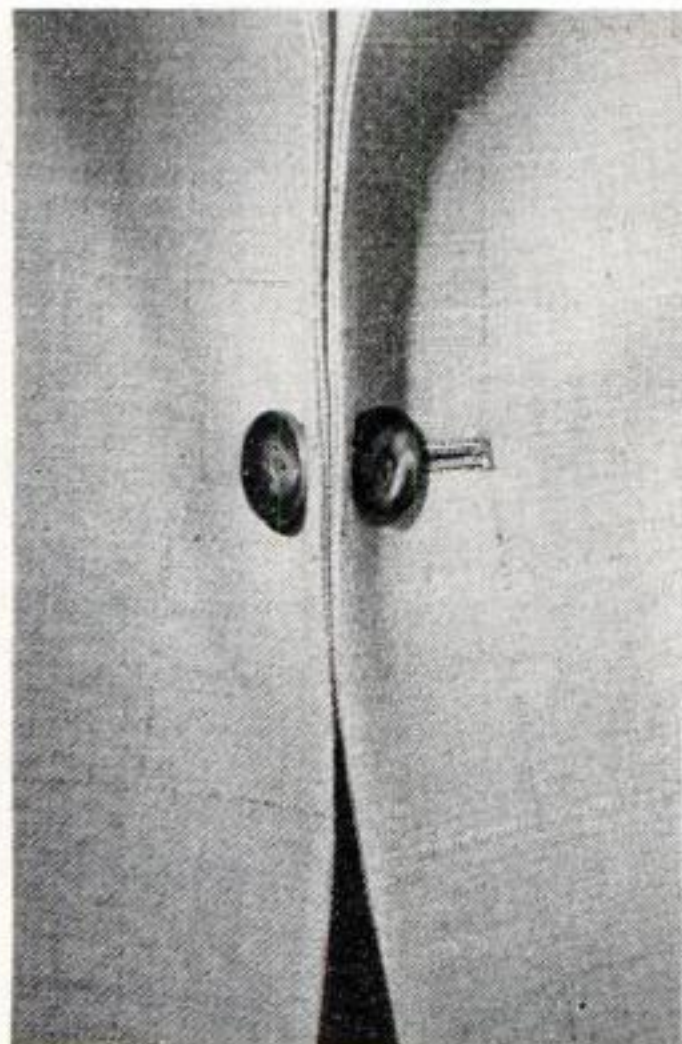
WASHINGTON 6, D. C.



You'll enjoy
THE RAILROAD HOUR
every Monday evening on NBC.

TODAY'S BIG TRAINS—sometimes having a gross weight of 10,000 tons — roll safely over such bridges as this. The railroads' heavy-duty steel highways are provided and maintained by the railroads — without expense to the taxpayers.

THESE ARE THE ELEMENTS OF HIGH STYLE



KEY TO HIGH STYLE IS THE JACKET. ITS FEATURES INCLUDE (LEFT TO RIGHT) LONG LAPELS, LINK BUTTONS. WHITE SHORTIE COAT, JUNGLE JACKET ARE VARIATIONS

High School Set's New High Style

IT APPEALS TO THE BOYS, APPALLS THEIR PARENTS

by RUDOLPH ELIE

AN angry-looking man, steering the elbow of a boy of 14 or so, came stomping into Sam's Clothes Shop in Lynn, Mass. "Are you the manager of this place?" he asked indignantly, glaring at mild-mannered, amiable Sidney Welans, who readily admitted that he was. "Then what do you mean selling my son a get-up like this?" cried the outraged father.

Sidney, looking over the young man's attire, saw nothing surprising about it. The boy's suit was a glowing neon-blue. His jacket, which was almost as long as a topcoat, buttoned on a single button somewhere near his knees, making his shoulders look only slightly narrower than a garage door. His shirt, of an iridescent, boiled-shrimp pink, had an outsize collar whose billowing roll spilled out over the jacket. At the neck it

was gathered by a tie resembling a black shoe-string. At the ankle his trousers had been narrowed to an opening so small that zippers had been installed to make it possible for them to be put on. His hair was crew-cut at the top but at the temples was worn full so that it could be brushed back over the ears to form a splendid, breaking wave like a duck's tail feathers. To Sidney Welans' expert eye the young man was the very glass of fashion and the mold of style—High Style, that is.

"What are you trying to do," the boy's father demanded, "take advantage of the kid? Look, it's two sizes too big for him."

"Three," said Sidney. "Dave takes a 36 regular but he bought a 39 long."

Sidney Welans' store was not much to look at—a couple of old barnlike buildings on the wrong



MR. B SHIRT



D.A. HAIRCUT

CONTINUED ON NEXT PAGE



OTHER HIGH STYLE NOTES ARE (LEFT TO RIGHT) PEGGED TROUSERS, ROGUE PANTS, COLONEL TIE, MAMMOTH CUFF LINKS

BOYS' HIGH STYLE CONTINUED

side of the tracks. But it was one of the nation's headquarters for High Style, a peculiar dementia sweeping the ranks of U.S. male adolescents like brush fire through a canyon. So Sidney Welans, through long experience, knew what to do. "I'll exchange the suit, if you want," he said patiently, "or give the boy his money back. But that's the size he wanted and I don't think he'll settle for anything else."

This last was a prospect the father had not considered. Some of his anger seemed to change to fright as he turned on the young man. Dave, whose resentful face was now flushed deep with humiliation and smoldering anger, shook his head determinedly. "This is the outfit I want and the one I'm going to have. I don't care what pa or ma or anyone thinks—it's my money."

Needless to say, he kept the suit. Hundreds of fathers are encountering similar defeats every day in such stores as Todd's in Detroit, King's in Pittsburgh, Johnnie Walkers' in Milwaukee, Alley's in Brooklyn, Smoky Joe's in Chicago and the Union Clothing shop in Kansas City. Most of such skirmishing takes place in the cities of the East and West coasts; High Style affects a smaller percentage (5% to 25%) in the Midwest, and its influence becomes evident again in such cities as Los Angeles.

Most of the indignant fathers have never even heard of High Style until it walks in the door. This inability of most parents to notice High Style on anyone except their own offspring is one of the disease's most salient characteristics. Numberless adults are blissfully unaware of the Mr. B collar, the Five-Way jacket, Rogue pants, the Mr. C shirt or the Jungle jacket, not to mention the D.A. haircut. For many, the first discovery of these things on a loved one brings almost as severe a trauma as if an unmarried daughter had brought home a baby. It arouses the sinking feeling that junior, somehow, is going, or has already gone, wrong.

Parents may relax. Once understood, High Style is obviously quite harmless. The Mr. B collar is simply one big enough to billow. The Five-Way jacket is an Eisenhower-type jacket in extreme cut and lavish color with a violently contrasted quilted lining and a double collar that may be arranged in five different ways—e.g., buttoned, unbuttoned, both collars buttoned standing up, both buttoned down, and one collar buttoned up with the other buttoned down. Rogue pants are as black as a panther except where their inverted pleats give peeks of a contrasting white material at the waist. The Mr. C shirt is like an ordinary button-down Oxford except that the collar is over-size, permitting it to be turned over and buttoned wrong side to, giving a sort of potato-peel curlicue effect. The Jungle jacket is made of black and yellow spotted material resembling a leopard skin. The D.A. haircut, like Dave's, resembles a duck's back.

The lexicon of High Style points to still other refinements. There is, for example, the Too B shirt, a dazzling item with a colossal white



DISMAYED FATHER, a jeweler, looks on as High Style purveyor Sid Welans fits a Mr. C Sharp suit to his son. This suit, calmer than most, is rust colored.

collar and French cuffs on a pink shirt. There are Mexican shirts with Gaucho sleeves. There are combinations of sailor pants with bull-fighter pants (a double row of covered buttons on tight-fitting trousers). Most High Style suits use "link buttons" which are sewn on the underside so that, instead of lying flat, the coat projects as if someone were pulling at it.

Once the mysteries of nomenclature are solved, parents may still justifiably wonder how in the world boys were ever able to find stuff like that. One answer is that originally many of them rolled their own, simply snipping off the two top buttons of a three-button jacket and then rolling all semblance of crease out of the lapels until they curved gently down to the bottom in the coveted V-shaped wedge. This was soon observed and turned into mass production by the nimble U.S. garment industry which has, for anything resembling a trend, a sixth sense that borders on precognition. Soon ready-made High Style was on the market.

The Welans of Lynn, as typical High Style vendors, draw from a wide source of supplies. They buy their ties from Cy Wachs of New York's Madison Avenue ("You get with them," says Sid, "the

[CONTINUED ON PAGE 137](#)



SARTORIAL DISPLAY in the show window of Sid Welans' Lynn, Mass. store features the long-lapelled, low-buttoned Mr. C Sharp suit (in shades of pearl-

gray, boiled-shrimp pink and blue-green). The collection also includes Mr. B shirts (in hues of pink and yellow) and gigantic jewelry. The top hat is pink.



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minute you see them"). Topcoats—with pleated backs and pockets—are supplied by New York's Maury Prager, even in white ("The guy's got courage"). In shirts, New York's Fredwin is described as "the heppiest of all." The sharpest suits come from Philadelphia's J. Maimon. The Five Way jacket is sold by Web Jacket of Detroit.

The Welans themselves have helped create new varieties. Sidney's wife Jerry devised a new outside seam for trousers. "I can't even sew a button," she says, "but I had a hunch it was a hot item. So Sid and I went to New York to tell Johnny Vito about it because Johnny's the best pants man in the country. I drew him a sketch of the stitch and he got with it the second he saw it. His manufacturer didn't have a machine that could do the stitch, but on Johnny's word alone he agreed to restyle his machines for immediate production. It cost \$35,000 for restyling. Those fellows have real courage and imagination. They'll take a chance on anything if they dig the idea." The Welans, who live in a daily buzz of High Style lingo, now talk it themselves almost unconsciously.

High Style has been extremely profitable for the Welans and other U.S. merchants who were the first to spot the trend. Once the word spread that Sam's Place was Mr. Z. (the end, the ultimate), the crowds grew day by day. Recently the Welans graduated out of their dilapidated barns into new air-conditioned quarters (on the right side of the tracks) with a plate-glass front, neon signs as bright as the neon-blue suits and a pink safe which rivals the Mr. B shirts for splendor.

The utmost parental vigilance cannot thwart High Style in the areas where it has taken hold. Not all its victims, like Dave, hold the trump card of earning their own money, but those who cannot buy a High Style suit can easily convert their own in the manner described above. Cuffs, of course, are pegged to order (14 or 16 inches, as against the normal 19-inch cuff), but a boy who cannot afford new pants can peg his own with safety pins. The D.A. haircut requires nothing more than finding a barber who is not a square (i.e., one who would think it was named for the district attorney).

'The boy never loses'

ONCE a boy has acquired, through his own more or less surreptitious efforts, the approximation of High Style, he broaches the subject of a ready-made High Style suit to his parents. Stubborn, willful, insistent, he at length persuades his mother to go with him to a High Style shop. The mother takes one look at the bruised-strawberry, high-wedge model with inverted pleats, saddle stitching on the lapels and single-link button—then marches out appalled, followed by her pleading, humiliated son. "There'll be a month or more of the bitterest family rows," the Welans say, "but they'll be back. The boy never loses."

The boy promises to keep his ears clean, to hang up his suit, even to press it himself if she'll only let him have it. He swears he'll take out the garbage regularly, stop quarreling with his sister—anything, if she'll only let him have it. The mother, wavering, at last gives her blessing, but on condition that the father come down and have a look at it. The father, on seeing what his boy wants, almost loses his mind. Another awful squabble begins, ending only when the father, unable to stand it any longer, strides furiously out to wait it out in the car. Around Eastertime, Market Street near Sam's is lined with fathers waiting in their cars.

The boys' rejection of parental taste, it is interesting to note, does not extend to formal clothes. Again and again, renting tuxedos for the first time, the boys fall for High Style dinner jackets in off or mixed colors against the counsel of the Welans, who know what will happen when the boy gets home. Presently the boy is back at the shop with his pearl-gray tuxedo. "Ma won't let me wear it," he reports affably enough. "She says it'll clash with the girl's gown and so I have to get either a black or a white jacket." He does, too, without murmur.

Some boys who have neither a little income of their own nor a family to buy for them often resort to stealing the clothes they are so desperate to own. High Stylers and High-Stylers-to-be swarm into Sam's after school or in the evening after after-school work. "With a crowd around we can't watch everything," says Sid, "and something's sure to be tucked under a jacket or stuffed into a pocket." But the Welans look at it philosophically because the thefts are a fine indicator of new trends.

"Once, for instance," said Sid, "we weren't sure about a certain shade of blue. We thought it might be just a little too stupefying. So we put out a few pairs of pants to see how they'd go. They went: 10 of them stolen in one afternoon. So we reordered

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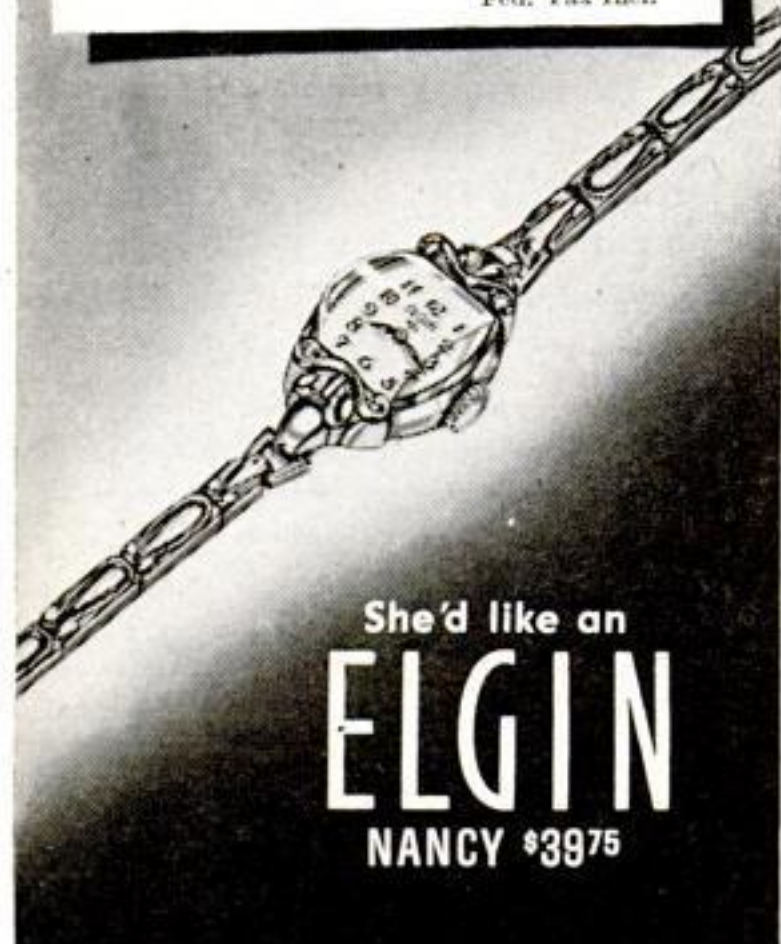
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HIGH STYLE OF 1851 shows gay blades with pegged cuffs, long coats, tapered waists, rolled lapels—all features which resemble 1954's sharp notes.

BOYS' HIGH STYLE CONTINUED

and that number has been one of our best sellers ever since."

Who are the boys? "Our boys are a cross section of the average high school kid," says Jerry Welans, "some of them from the very best families in town and some of them not. Some are on their way to college and some are on their way to a bench job. There is no typical High Styler." The Welans' stock boy, Bob West, a handsome, quiet-spoken boy of 17 with dark red hair (in a modified D.A.), is a star hockey player and president of the senior class at the Lynn Classical High School. Bob describes himself as a "conservative" High Styler. This is to say that he would wear the wedge-type jacket in a powder blue but not wear a white suit with black-velvet-covered square buttons or a tongue-pink suit with a pearl-gray tuxedo-type vest also equipped with black velvet buttons. Nor would he wear a Jungle Jacket. Why does he wear any High Style at all? Because, he says, "I picked it out myself and because I love it, but mostly, I guess, because all the other guys do too." He plans to enter Tufts College next year, and when he gets there he'll wear what all the other Tufts boys do. "I'd be crazy if I didn't, wouldn't I?"

According to the Welans, the boys who go for High Style carry themselves taller and straighter, take better personal care of themselves in such matters as fingernails and ears, and go about proudly, even elatedly. In Bob's doubtless enthusiastic estimate about 75% of the boys in his school are High Style-conscious. "Some of the boys just don't get with it," Bob says. "They ignore it as if it didn't exist at all. Usually they aren't very hep in music or in hot rods and things like that, either. We all get along all right with them provided they don't make any cracks about us."

Family background seems to have little to do with the High Style fever. "A North Shore boy of a fine family came in here late this summer," Jerry Welans recalls. "A year ago he was the sharpest of the sharp but now he was entering an Ivy League college and didn't know what to wear. I told him the uniform was a gray flannel, three-button, center-vent jacket without shoulder padding, with some chino pants and dirty white bucks or cordovans plus a regimental or striped tie. He was astonished. He had never noticed this uniform and could hardly believe it existed. I told him to take a walk through the Harvard Yard. He did and came back a week or so later wearing the uniform. 'Look,' he said, 'I'm Ivy League.' He was, too; even the D.A. was gone."

Actually, the Welans point out, there has always been a "high" style in men's clothes. It is as old as the instinct of the male to deck himself out in fine raiment, whether in the pleated loin-cloths of the ancient Egyptians, the lace cuffs and velvet breeches of Louis XIV's day, or merely the wasp waists and the pegged cuffs of a century ago (above). Nobody knows exactly how the



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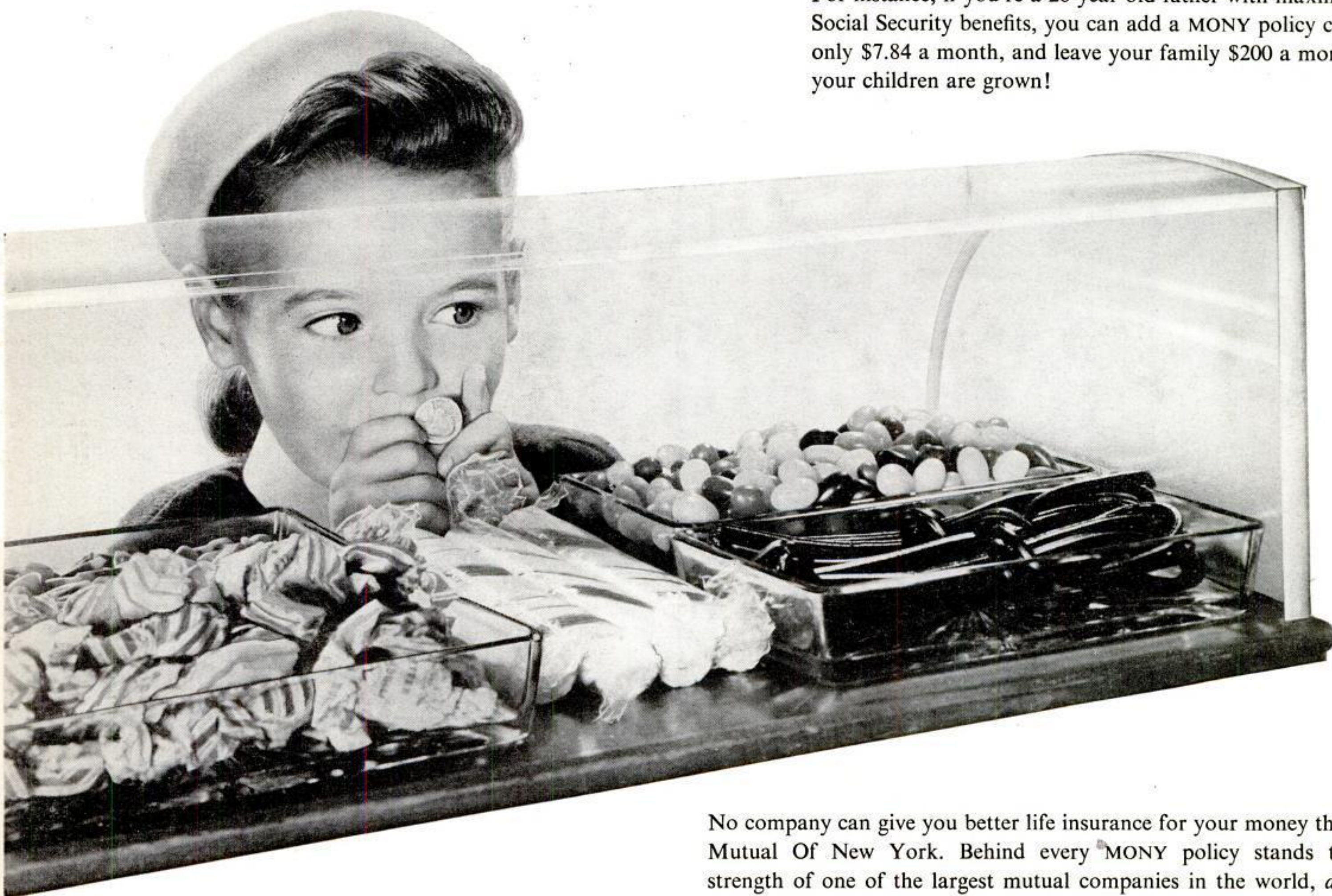


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CONTINUED ON PAGE 140

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BOYS' HIGH STYLE CONTINUED

present form got under way. The Welans think it first found acceptance in Harlem in the zoot suit (which the High Style suit is definitely not). However, it is not found at present to any extravagant degree among Negroes, though Singer Billy Eckstine, whose billowing oversized collars helped to get the jive set to wearing Mr. B shirts, seems to have had a good deal to do with starting the current craze.

Some of the High Style terminology frightens many a father into sudden fears that his pride and joy has fallen into a nest of female impersonators. Their fears are largely groundless. The High Stylers suffer no visible loss of manliness and soon outgrow the fad.

"By the time a boy is 20 or so," says Jerry, "he's beginning to settle down a little, to find himself, to have more assurance and poise. And pretty soon he goes conservative. He stays conservative until he's 55 or so and a success in business and in the community. And then what does he do? He puts on a pair of purple linen trousers, a pair of yellow canvas shoes and a flowered sports shirt that could be used as a lighthouse, and goes to the beach. Who criticizes him? Nobody: the guy's successful. Only now he has a son 14 years old who's a High Styler and it drives him crazy."



MODEL for High Stylers is Singer Billy Eckstine whose oversize collars are admired.

Jerry, herself the mother of two younger boys, is a staunch defender of the High Style adolescents. "After all," she says, "what is more normal than for a little boy to want to run around in his cowboy suit or Indian suit making believe that he is somebody else? What is more accepted than a Shriner putting on his fez or a Legionnaire putting on his cootie suit, or a drum major putting on her white silk shako, and all of them, for a time, being what they are not? So why should adolescent boys, who need a costume more

at that particular time in their lives than they ever will again, be criticized or sneered at?

"Before, they've been model little boys happy in their Boy Scouts, their clubs or their church activities, their sports and games. But when this thing begins, everything starts to change. They drop out of the Scouts. They get surly. Camping out bores them. They won't do any work around the house or cooperate with the family at all. They cry more bitterly when they get upset than they did as children. Many a time we've had boys come in here red-eyed after a battle with their parents because they can't have the shirt or suit they want. And lots of times we've heard them say something like 'Don't they realize I'm still a kid?'"



"CONSERVATIVES" in High Style like Bob West, the Welans' stock boy (right), and friend Peter Grady avoid extremes like D.A. haircut, purple jacket.



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TWINS RIDE OUT AN AFFLICTION

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Paralyzed from the waist down almost all their lives, Anna and Erna grew tired of their uselessness 11 years ago and decided to go in business.

They began by making costume jewelry from sea shells, took up repairing antique chairs and baking cakes for weddings and women's socials. Their first profits went into a motorized wheel chair. A month later Alma's citizens presented them with a second such vehicle, while several stores and the Lutheran church constructed ramps so they could ride right inside from the street. Around the house the twins still use two old maple sticks to pull down things from shelves, to hang up their clothes and to dust. Said Erna, "We've caught everything with those sticks except husbands."



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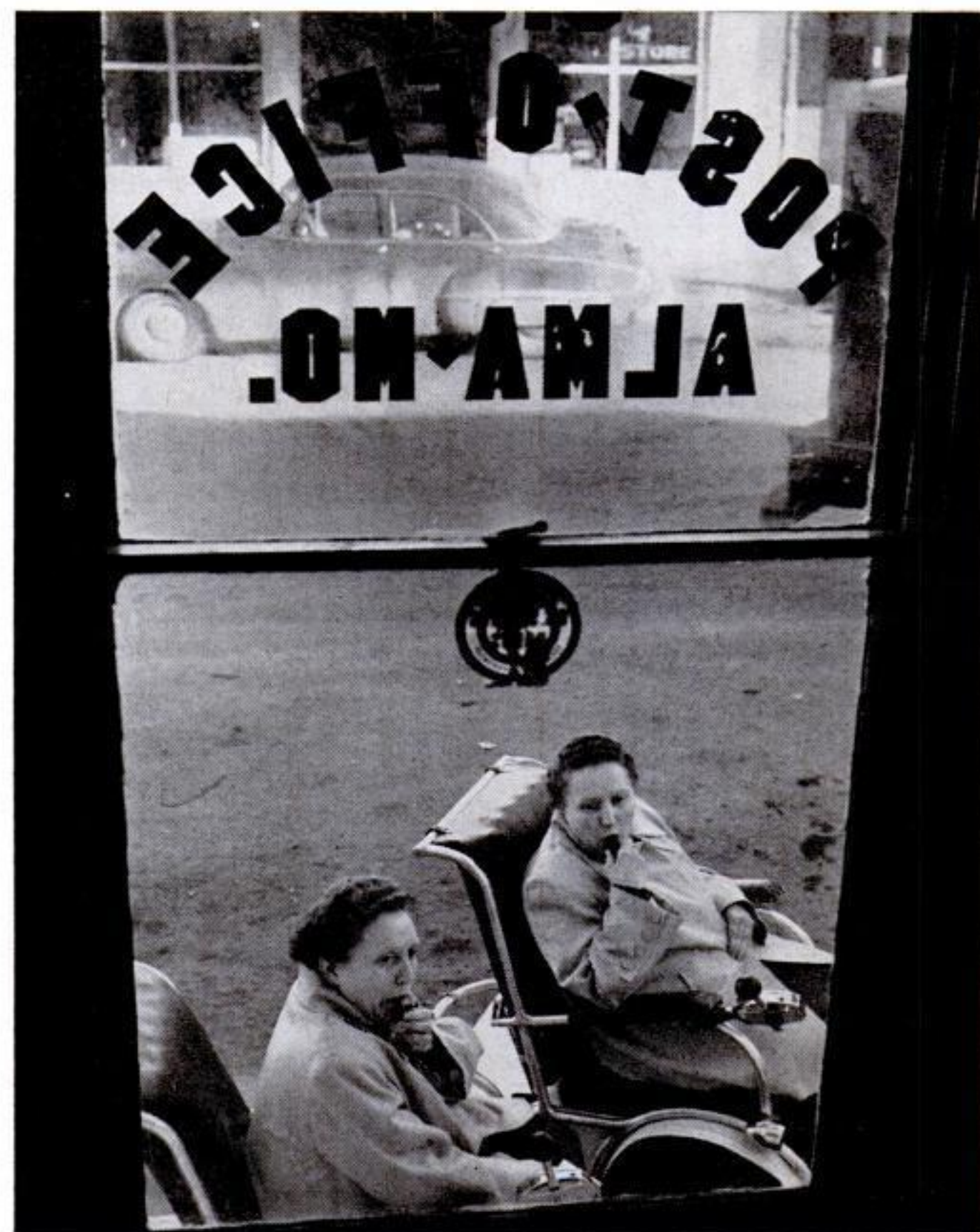
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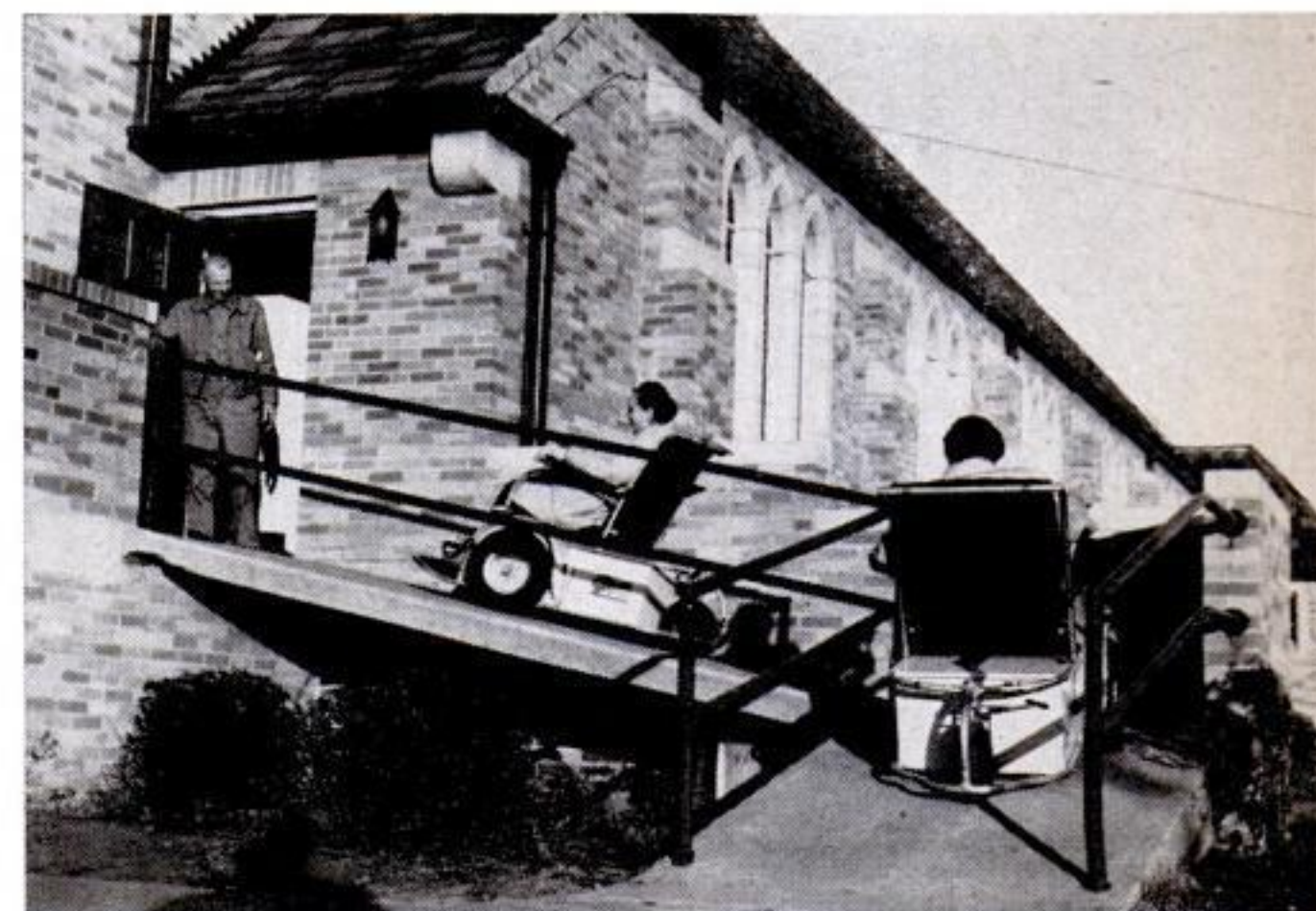
Twins CONTINUED



SERVICE STOP is made at gas station where twins' cousin, Albert Miller, puts air in tires. The chairs are battery powered, have maximum 10 mph speed.



MAIL DELIVERY is made with benefit of whistles, which twins blow to inform Alma's postmaster that they are waiting out in front to mail letters.



CHURCH VISIT is facilitated by a special ramp which the twins go up in low gear. Their chairs are equipped with three forward speeds and a reverse.

CONTINUED ON PAGE 148



... only coffee freshly brewed in a Wear-Ever Aluminum Coffee-maker has the captivating **F**resh **C**offee **A**ppeal that wins your immediate approval.

Wear-Ever Perks and Drips get the utmost natural flavor and deliciousness from coffee, because scientific research at a great American university developed their brewing perfection. Enjoy coffee at its best—brewed in a Wear-Ever Coffee-maker. See them at your dealer's.

WEAR-EVER Coffee Makers

SEE WEAR-EVER ON THE ALCOA "SEE IT NOW" TELEVISION PROGRAM—OVER CBS EVERY WEEK

You save time, coffee and fuel by having at least two different sizes of these coffee-makers in your kitchen.



2-cups
\$2.95



4-cups
\$3.50



6-cups
\$3.75



8-cups
\$3.95



12-cups
\$4.75



16-cups
\$6.95



12-cups
\$5.45



8-cups
\$4.50



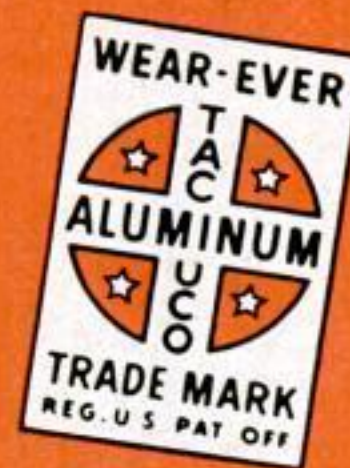
6-cups
\$4.25



4-cups
\$3.95



2-cups
\$3.45



(Western prices slightly higher)

THE ALUMINUM COOKING UTENSIL CO., INC. • NEW KENSINGTON, PA.

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF**

WITH

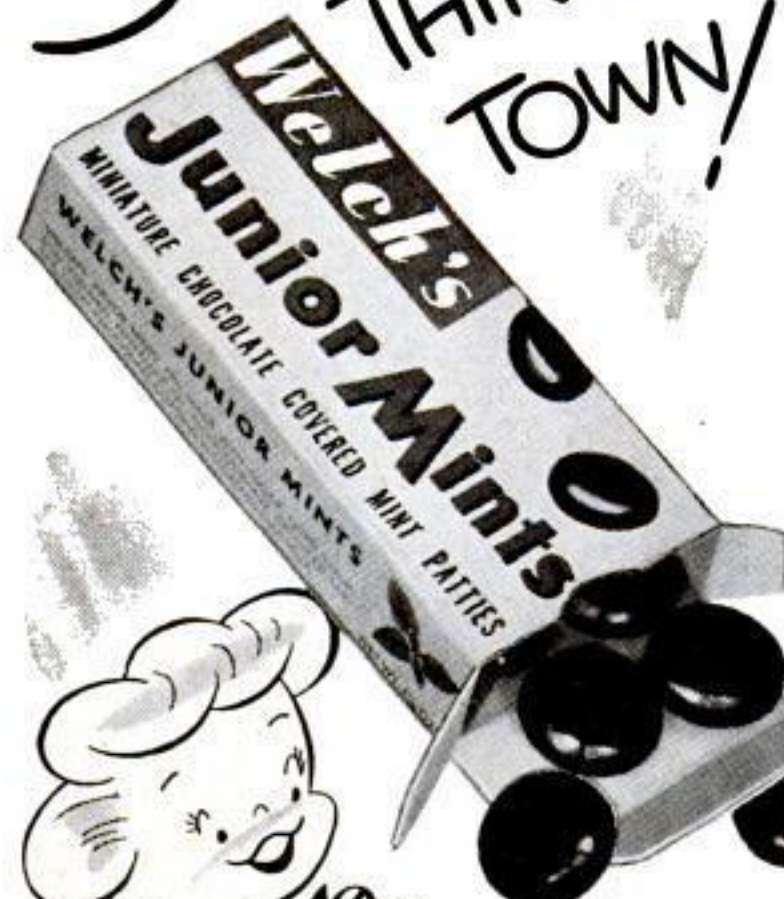


The way
thousands
of physicians
and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

THE
**SWEETEST
THING IN
TOWN!**



5¢ everywhere.
Also in 10¢ and
larger "take
home" packs.

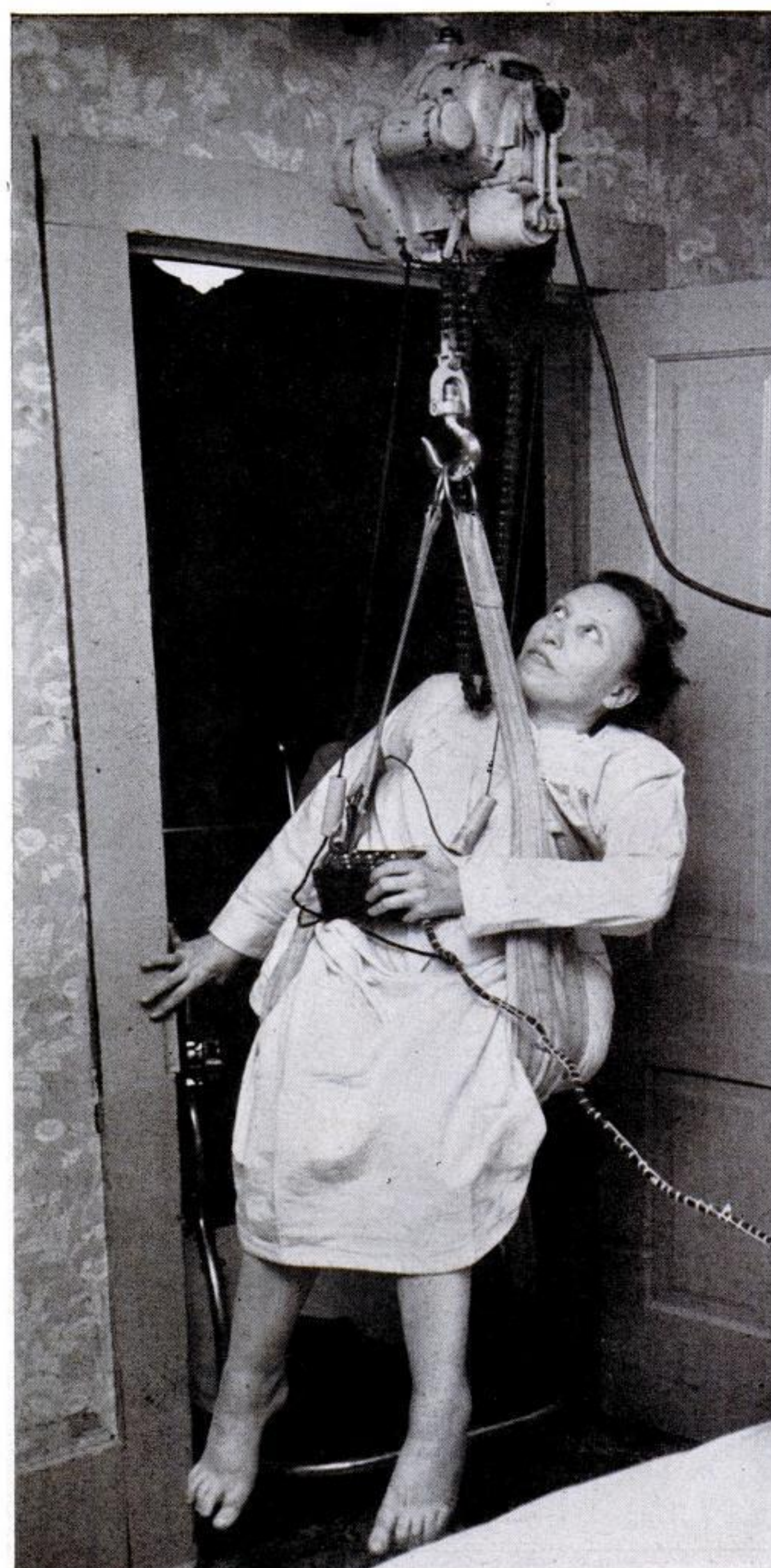
Chocolate covered mint patties,
no bigger 'round than a nickel.
Yum! They're the sweetest buy in town!

JAMES O. WELCH COMPANY
CAMBRIDGE, MASS. LOS ANGELES, CALIF

Twins CONTINUED



HOUSEHOLD STICK with prong end was made by the twins' father before he died. It enables Erna to get even a bag of eggs safely down from the shelf.



BEDROOM HOIST, which runs on overhead track, was built by twins' brother. It lifts Anna out of chair into bed. She operates controls herself.

Double-duty Denims...

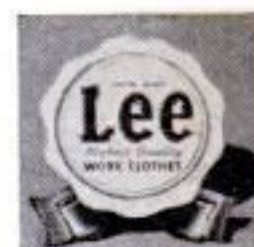


Lee Dungarees
for work . . . for home

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Made of tough Lee denim. Sanforized to keep their perfect fit . . . no need for dangerous turned-up cuffs! Safe tool pockets.

THE P. D. LEE COMPANY
Kc .sas City, Missouri



REX jr. BOYS' SOCKS
fit for a prince
Sold at
Better Stores
Everywhere
1270 Broadway, N.Y.



**Chapped
lips?**

Here's fast relief

Mentholatum Medicated Stick contains lanolin, menthol—other soothing, helpful ingredients. Fits pocket or purse.

Screw-on cap keeps out dust, lint, tobacco



Now in new plastic case



Take Tabcin
TO EASE COLD MISERY

AT ALL DRUG STORES

CONTINUED ON PAGE 149

"Thanks for a Wonderful Experience"

"Saturday didn't loom up as a great day in my book, the usual errands to do, nothing significant. But if I'd known what was going to happen to me! I went downtown, parked the old bus, and went on my way. Later, one of the fellows at the office passed me and offered me a lift. He was driving a new AERO WILLYS. As I stepped in, I cracked: 'Musta gotta raise, huh? Some buggy'. Joe said no, no raise, and reminded me he makes less than I do. Then he told me how little it cost him to trade in his old obsolete kind of car on this terrific streamlined job I was riding in. I must have looked envious, for Joe let me drive while he told me the gas mileage he was getting. Well... you know what happened. I couldn't be satisfied another day with my old car.

And thanks to that wonderful experience,

I'm enjoying an **AERO WILLYS** *"*



TO MEN OF EXPERIENCE:

Walk into a Willys showroom today. Drive out with the Beautiful Sister of the Famous 'Jeep'.



Make this Raspberry Ring, cheese, fruit filled! It's easy, delicious, a *good* dish for Lent. Get this *free* recipe — and 9 other cottage cheese recipes — simply by writing Beatrice Foods Co., Dept. L-14, 120 S. LaSalle St., Chicago 3, Illinois.

M-m-mighty good!

Meadow Gold Raspberry Ring!



© 1954, BEATRICE FOODS CO.

If you've thought that all cottage cheese tastes the same, we'd like you to try Meadow Gold Cottage Cheese. It's country-fresh, of course. But more than that, it's *creamed*. That extra process gives an unusual creamy, delicate flavor. And a smoother, more tender texture. *That's* why so many people prefer a snowy mound of Meadow Gold Cottage Cheese with salads—or just plain. We think *you* will, too.

Meadow Gold is mighty good!

Beatrice Foods Co.



SELF-SUPPORT is important to the twins, who have made a profitable business out of recaning chair seats. Their 77-year-old mother rests behind them.



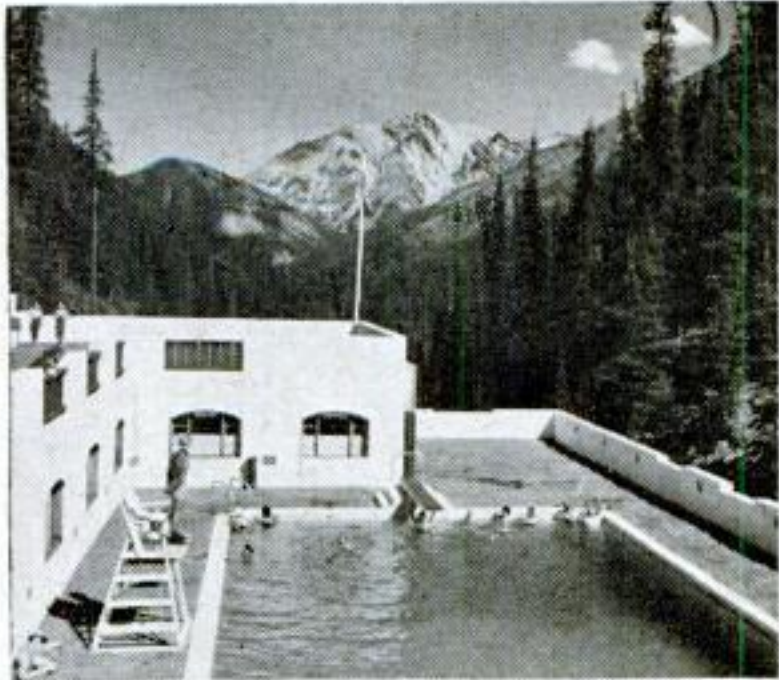
THANK-YOU PARTY given by twins was attended by the entire town and Tommy Bartlett (center) of *Welcome Travelers* TV show, which footed the bill.



THANK-YOU CALLS are received by twins after party is over. "We're ready for another party," said Anna (left). "We would like to say thanks again."



FISH in cool, quiet lakelands... explore rugged wilds... camp in the dramatic beauty of unspoiled forests.



SWIM, golf, ride, tour in great National Parks... follow the sun to Nature's most spectacular showplaces.

This year: **Canada!**
VACATIONS UNLIMITED



FIND SEA-BREEZY ROADS TO COLOURFUL COASTAL VILLAGES...REVEL IN PERFECT "PICTURE" COUNTRY

A memorable vacation on a minimum budget of dollars and days—yours in close and friendly Canada. No passports, no elaborate preparations needed—just cross the border and take your playland pick of intriguing "foreign" cities, uncrowded outdoor splendour, fun-famous resorts...all delightfully new—and near—in Canada. See your travel or transportation agent soon; send the coupon now.



Get this beautiful Free Book!

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CANADIAN GOVERNMENT TRAVEL BUREAU, OTTAWA, CANADA

Please send your 48-page, full-colour book on vacation attractions in all parts of Canada ☐

Tell me where 16 mm sound films on Canadian travel subjects are available in the U.S.A. ☐

Check ☒ as required

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PLEASE PRINT

Address _____

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NICHOLAS DU PONT GENIALLY DANCES WITH SARAH DOBSON, WHO CAME AS THE LITTLE MATCH GIRL

Book Titles Step Lively

WILMINGTON PARENTS FROLIC WITH CHILDREN

In Wilmington, Delaware 150 sociable youngsters and socialite parents crowded into the Vicmead Hunt Club this month for a family "Come As a Book" party. With three hostesses and two bars, one to dispense Coke and milk to the youngsters, the party started fast. First there was a promenade in which the guests, among them many Du Ponts, showed off homemade costumes. Then there was dancing in which all guests, young and old, took part.

But most of the excitement was impromptu.

Peter Pan, whose costume had no shoes, nearly missed the shoe dance—but she managed to borrow some suede pumps from her mother at the last moment. Heidi borrowed a cane from *The Little Lamé Prince* and began whaling away at the gay balloons which were bumping against the ceiling. And before the party came to an end, a collection of junior book titles finally cornered Kippy du Pont, who had come as *The Old Man and the Sea*, and ripped off the right leg of his already tattered dungarees.



JUVENILE BOOKS TAKING A TWIRL ARE "WINNIE



"SMOKY" AND DANTE, Harold Springer and "Tus" Greenewalt, pause. Halo on Greenewalt, son of Du Pont president, signifies *The Divine Comedy*.



THE POOH" (SANDY WEYMOUTH), "LITTLE LAME PRINCE" (EDITH FENTON), "PETER PAN" (MARGARET THOURON) AND "HUCKLEBERRY FINN" (FORD DRAPER)



TWO RIVALS, C. Porter ("Chips") Shutt (left) as *Good-bye Mr. Chips*, and Sandy Weymouth, wait as the costume prizes are announced. Neither won.



TWO HOSTESSES, Mrs. Bayard Sharp (left) as *The Voice of Asia*, and Mrs. Arthur Shettle as *Lelia*, have helped give last three Vicmead family parties.



AS "THE CHAIN GANG" COOKIE SHUTT, DONNAN SHARP AND LANA DU PONT DIG INTO BUFFET→

When you look over the
New **CHEVROLET**



When you look over the
New **PONTIAC**



Don't overlook the
AUTRONIC-EYE[®]
AUTOMATIC HEADLIGHT CONTROL



Another
GM ENGINEERING
FIRST

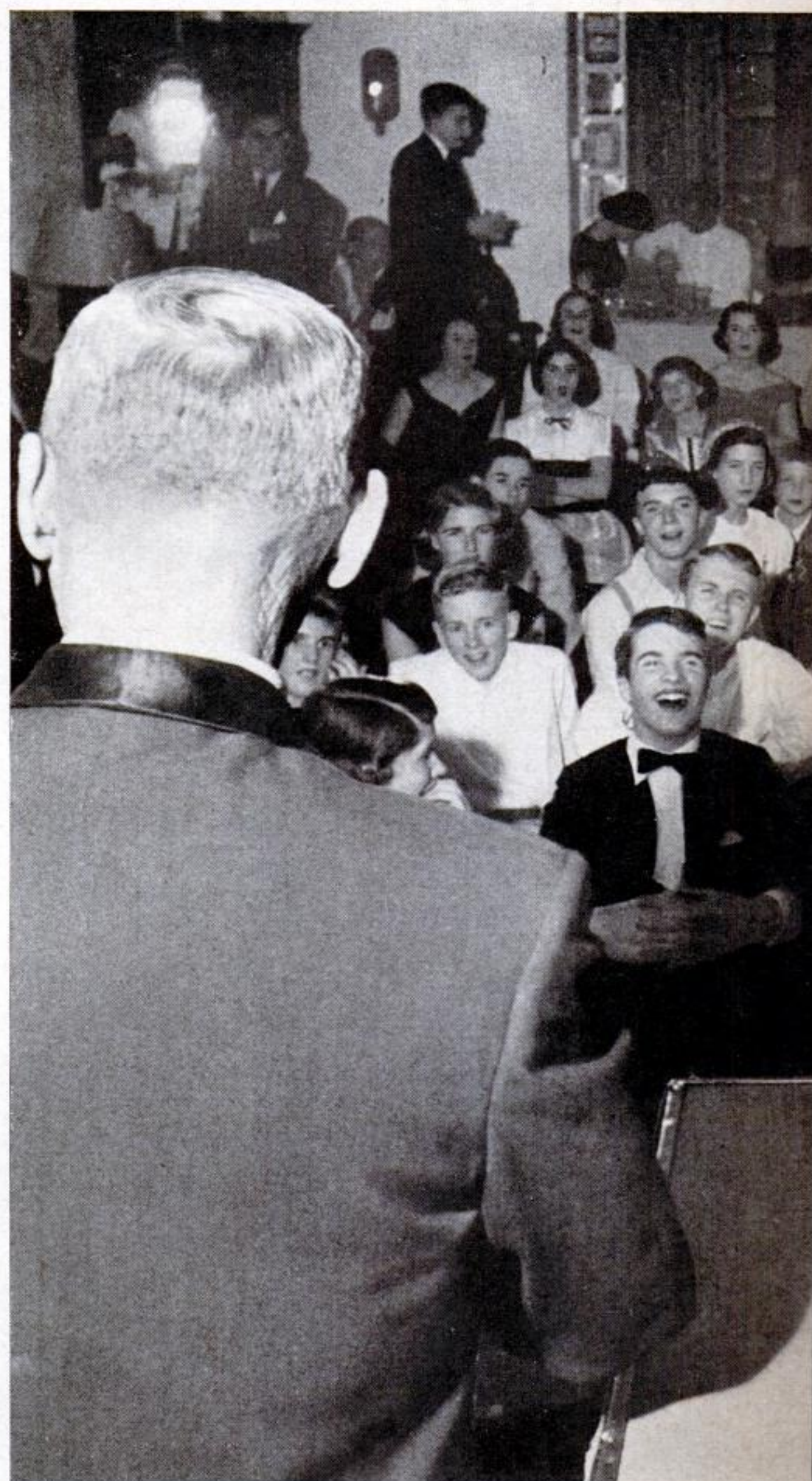
Modern beauty! Modern power! Modern safety! In the new 1954 Chevrolet and Pontiac, you'll see everything that stamps these superb cars *safely* up-to-date! That's why you'll see the new Autronic-Eye—the amazing electronic device that dims your headlights *on time*—and keeps them dim until all oncoming traffic has passed—*automatically*! Try this latest General Motors contribution to night driving safety. Ask for an Autronic-Eye demonstration in the new Chevrolet, Pontiac, Oldsmobile or Cadillac . . . *now*!

Guide FOR SAFER DRIVING

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BOOK PARTY CONTINUED



AT SPECIAL AFTER-DINNER SHOW, A TRAINED MONKEY DELIGHTED THE

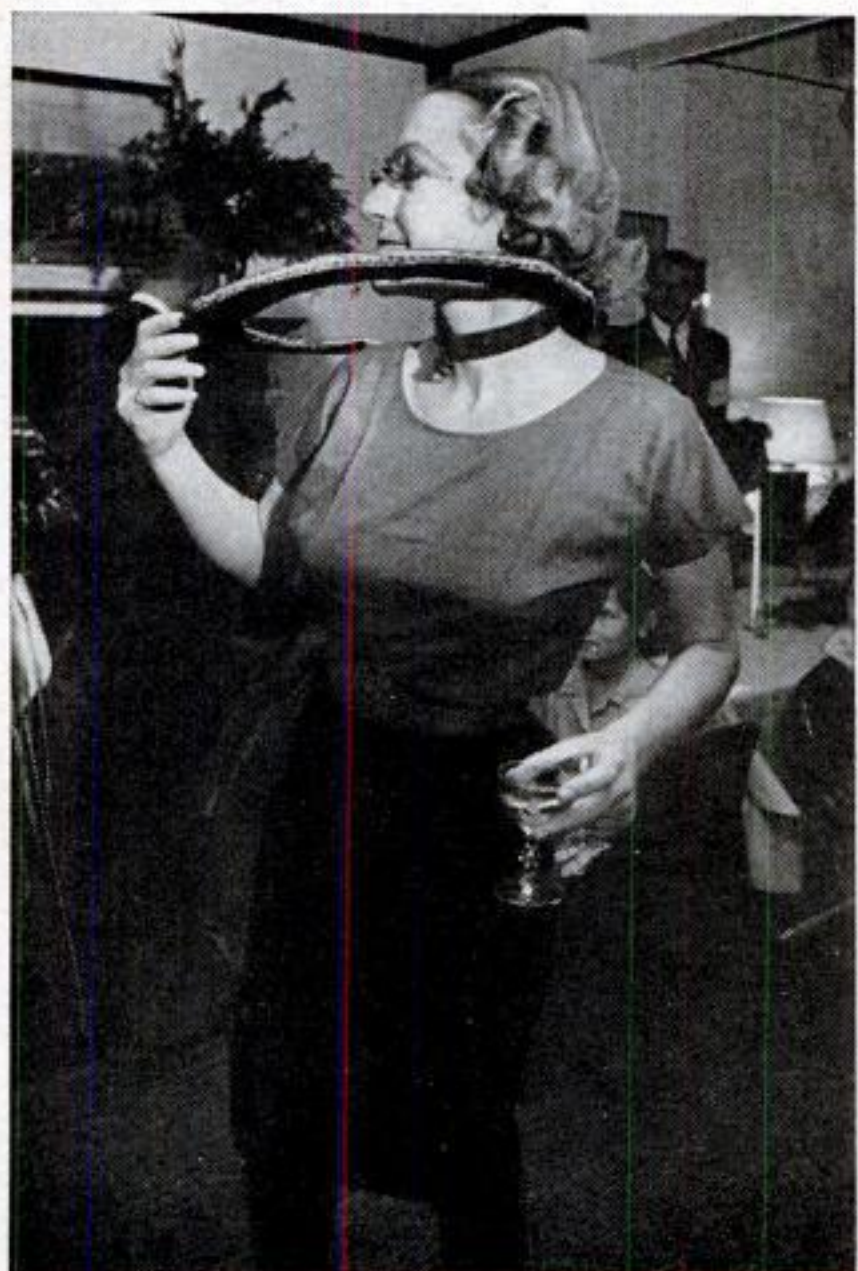


THE LITERARY GAMUT was run at the party: Mrs. Richard du Pont, one of the hostesses, in black wig as *Black Beauty*, dances (above) with Bluebeard George Weymouth whose dust-mop beard has come loose. It is in its rightful

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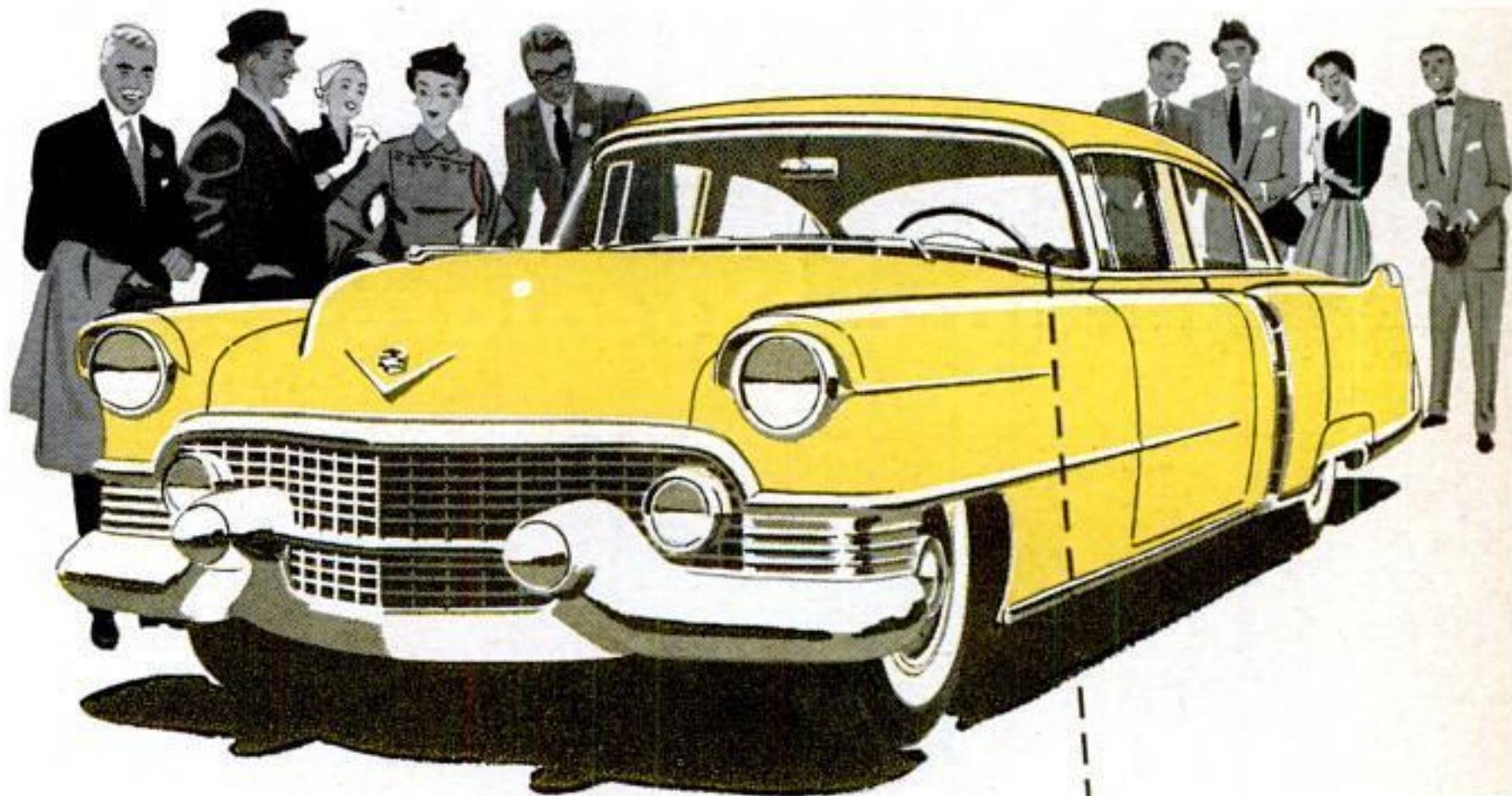
YOUNG GUESTS BY DOING IMPERSONATIONS OF GROWNUPS AND BABIES



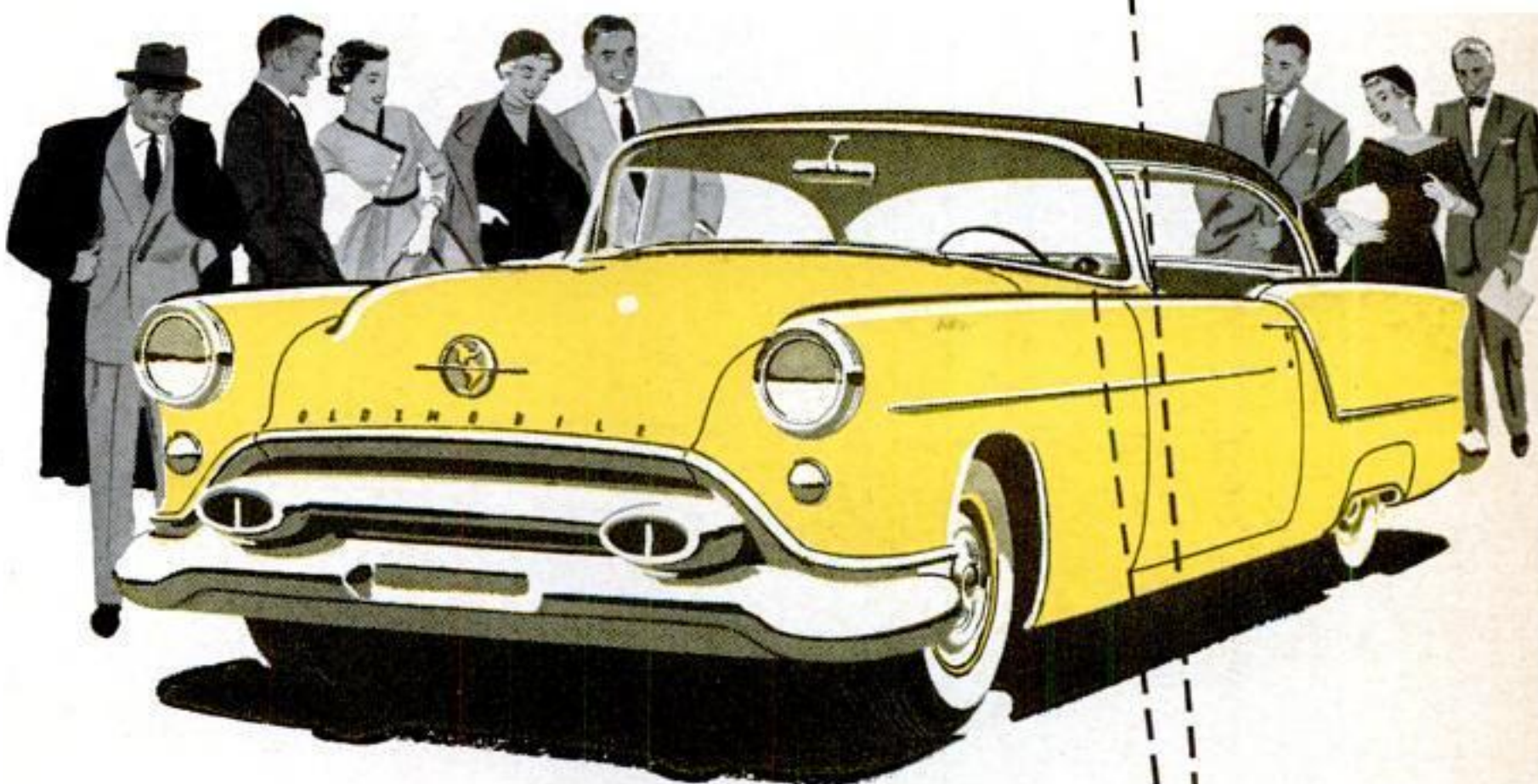
position (center) as he chats with Arthur Shettle—Lord Jim. At right, Mrs. J. P. Mills, in red as *Moulin Rouge*, wears cardboard C, borrowed from guest who used it as part of costume pun on Hemingway's *The Old Man and the Sea*.

CONTINUED ON NEXT PAGE

When you look over the New **CADILLAC**



When you look over the New **OLDSMOBILE**



Don't overlook the **AUTRONIC-EYE[®]** AUTOMATIC HEADLIGHT CONTROL

Every feature for *easier* driving . . . every feature, for *safer* driving . . . you'll find in the sparkling new Oldsmobile and Cadillac for 1954! And the feature that makes these cars *safer after dark* is the new Autronic-Eye—another General Motors engineering first! This electronic device takes over the entire job of headlight control . . . automatically dims and brightens your lights at the *perfect moment for safety!* Try safer night driving—ask for an Autronic-Eye demonstration in a new Cadillac, Oldsmobile, Pontiac or Chevrolet.



MODEL B
Another
GM ENGINEERING
FIRST

Guide FOR SAFER DRIVING

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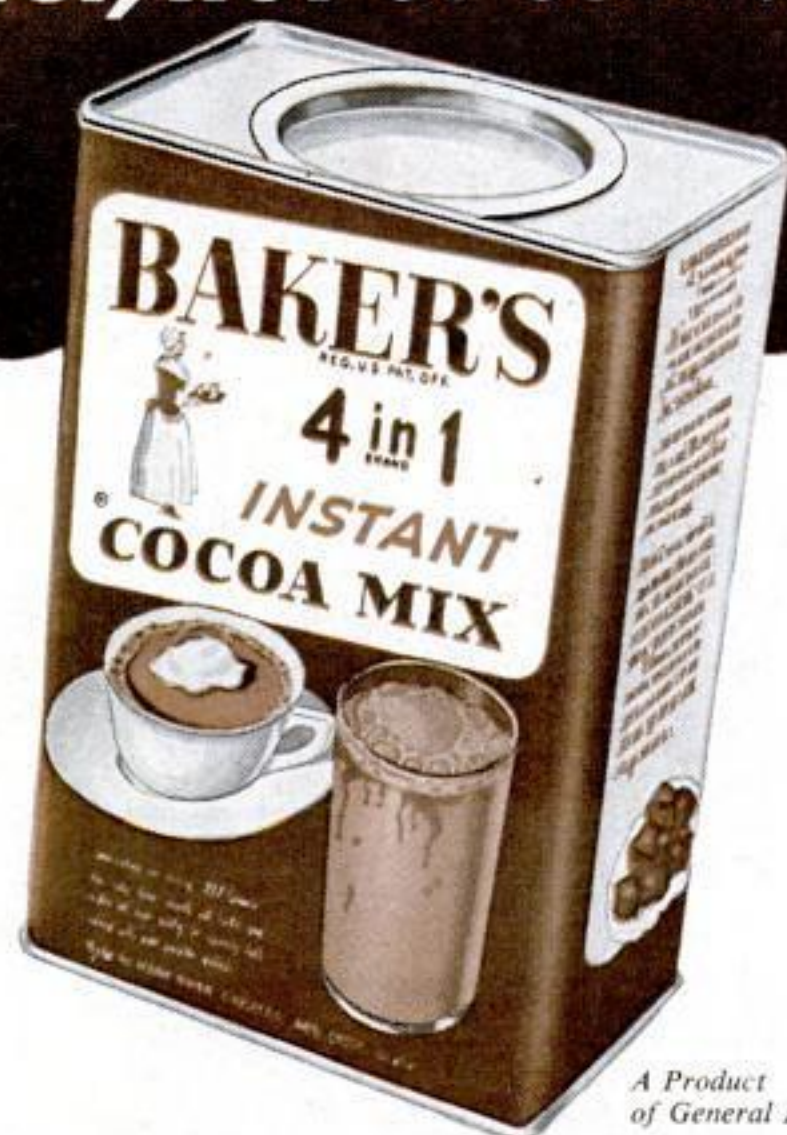
GUIDE LAMP DIVISION • GENERAL MOTORS CORPORATION • ANDERSON, INDIANA

New BAKER'S INSTANT 4 in 1 is more chocolate-y...



and
mixes faster, hot or cold!

Better get the
1-lb. economy size
can. You'll need it!



A Product
of General Foods

YES, INSTANTLY new Baker's Instant 4 in 1 Cocoa Mix makes the *best-tasting* cold chocolate milk! And fast as a flash you have more chocolate-y, rich cocoa, too! Get the *only* cocoa mix with such lightning action *plus* that richer, world-famous Baker's Chocolate Flavor. Get the 1-lb. economy size of Baker's Instant 4 in 1 Cocoa Mix *today!*

... IF IT'S CHOCOLATE — BAKER'S MAKES IT BEST!

BOOK PARTY CONTINUED



DOUBLE-DECKER DANCING became party fad, partly because it is popular with youngsters just now, but mostly as a means of reaching balloons.



PRIZEWINNER in the prettiest costume class, Barbara Tyson (second from left), examines prize—a book. She is flanked by *Wine, Women and Song*.



Model 21K12, with 21" screen, walnut finish, \$299.95. UHF optional, at extra cost. Prices include Fed. Ex. Tax and full year warranty on all parts, tubes and picture tube. Slightly higher South and West. Subject to change without notice.

New design eliminates glare and tone-loss!



Glare down tilted screen eliminates reflections for **perfect viewing!**

Sound up design directs sound upward to ear level for **perfect listening**

Seat yourself before a beautiful big-screen Motorola TV and thrill to a new experience in television: New clarity of vision *at eye level*... new richness of tone *at ear level*! It's Motorola's Glare Down/Sound Up cabinet design! The forward-tilted Glare Guard screen deflects unwanted reflections to the floor, to allow you clear, glare-free

viewing. The tilted-back Golden Voice speaker directs tone *up* for easy listening. Picture and sound are brought together in thrilling realism! New Fashion Academy Award styling! And remember this: Every Motorola TV set made today will receive color telecasts too, in fine black-and-white, for years of big-screen entertainment.

Better See the Motorola TV Hour on ABC-TV, Tuesday nights in most cities

Better See **Motorola TV**
with **DOUBLE-POWER PICTURE**

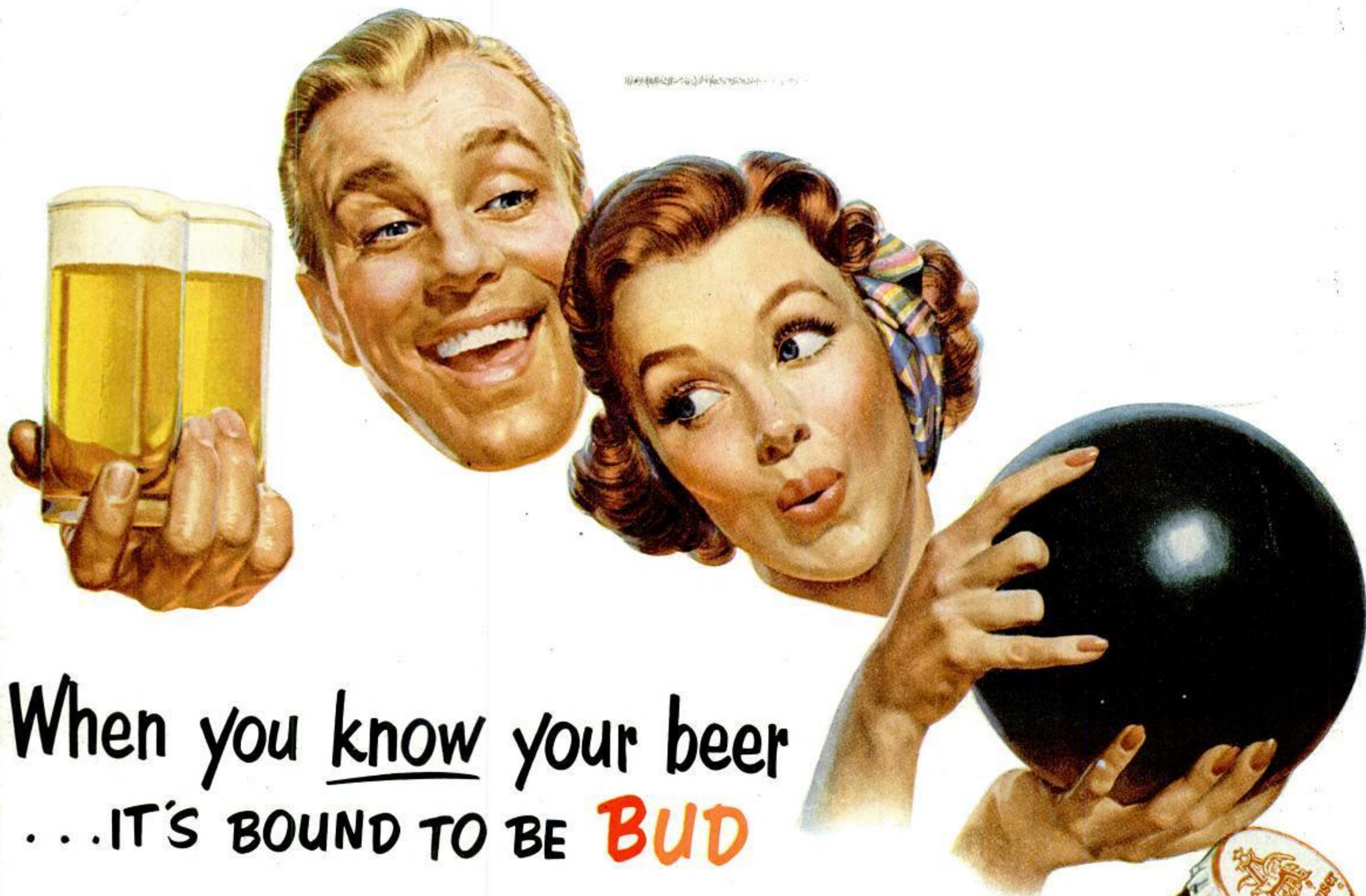
"Golden Voice" Reg. U. S. Pat. Off. ©1954, Motorola Inc.



WICKED IN THE WEB

Teetering on the spider web of rope above, these acrobatic dancers are performing one of the most precarious acts in the history of ballet. Stars of a Tokyo musical, they swing from strand to strand high above the stage, playing two spiders—a wicked queen and her victim,

a lovesick male, who is eventually stung and dropped to the floor below. Performing three times a day for five weeks, they turned the rope into a dangerously sagging shape. But, miraculously escaping injury, they also turned their wriggling in the web into the hit of the show.



When you know your beer
...IT'S BOUND TO BE **BUD**

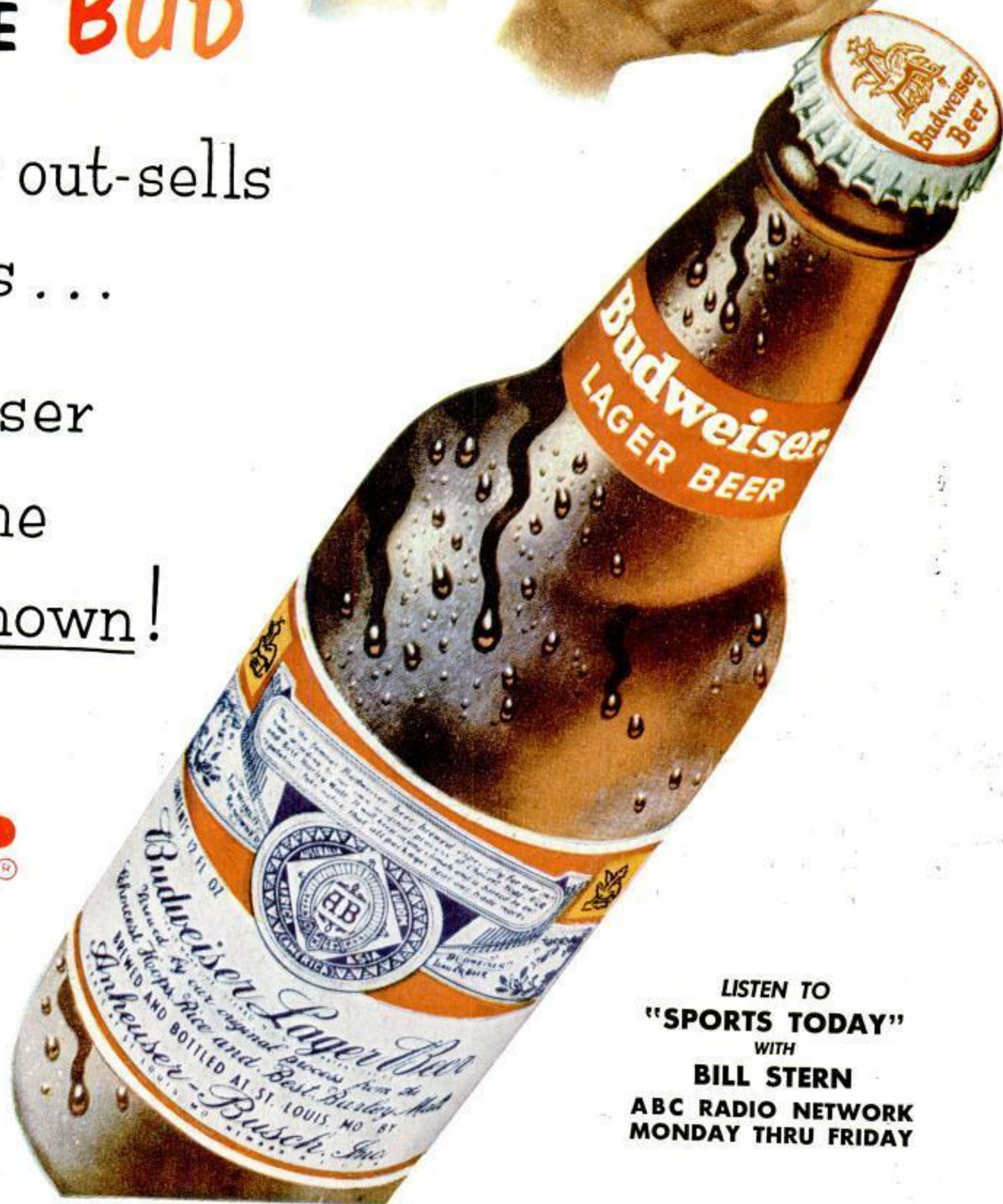
No wonder Budweiser out-sells
all other beers ...

After all, only Budweiser
is created by the
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ABC RADIO NETWORK
MONDAY THRU FRIDAY

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give you—

1

**PROOF OF LOW NICOTINE
HIGHEST QUALITY**

The country's six leading cigarette brands were analyzed—chemically—and Chesterfield was found low in nicotine—highest in quality.

2

**A PROVEN RECORD
WITH SMOKERS**

Again and again, over a full year and a half a group of Chesterfield smokers have been given thorough medical examinations . . . the doctor's reports are a matter of record, "No adverse effects to the nose, throat and sinuses from smoking Chesterfields." A responsible independent research laboratory supervises this continuing program.

CHESTERFIELD
BEST FOR YOU

